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# SPOTISOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

**BORED...**

with your  
Advertising  
Results?

*Try*  
**KISN**

with **36.8%**  
of the Audience in  
**GREATER PORTLAND\***

More ¼ hour  
firsts than  
all other  
Portland Stations  
combined!  
290 out of 300 —  
April, 1960, PULSE

\*JULY-AUGUST, 1960, HOOPER

DYNAMIC  
RADIO IN  
DYNAMIC  
MARKETS

**KISN** - Portland  
AVERY-KNODEL  
**KOIL** - Omaha  
AVERY-KNODEL  
**KICN** - Denver  
ADAM YOUNG

**the**  
**Star stations**

DON W. BURDEN — President

Seattle Rep. Feltis / Dever / Cannon, Inc.

## AAAA'S SPOT PROPOSALS RAISE BEEFS

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us?" is industry re-  
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# THE QUALITY TOUCH



erving the greater DALLAS-FORT WORTH market

ROADCAST SERVICES OF THE DALLAS MORNING NEWS

Precision metals and precious jewels. But it also takes that "quality touch" of a master watchmaker to create such a perfect blending of balance and motion.

Similarly, it takes far more than facilities to achieve that quality atmosphere so vital to good broadcasting and telecasting practices.

Represented by **Edward Petry & Co., Inc.** The Original Station Representative

# **1 WPEN IS FIRST IN PHILADELPHIA**

## **PULSE 1960 FM STUDY**

**25.2% OF THE FM AUDIENCE  
LISTENS TO WPEN-FM ...  
THE LEADING FM STATION**

**IN FM AND AM, WPEN MAKES THINGS HAPPEN IN PHILADELPHIA**

**DIAL  
950**

# **WPEN**

**Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta  
THE CONSOLIDATED SUN RAY STATIONS WPEN - Philadelphia; WSAI - Cincinnati; WALT - Tampa**

# NASHVILLE'S WSIX-TV

Now offers  
*"Live" as Life*  
Quality...with NEWEST  
**VIDEOTAPE\***



**the fastest way to sell  
the Central South**

Simplified, economical production . . . the quickest way to get your sales message across. In Tennessee WSIX TV offers you the latest model VIDEOTAPE\* television — improved circuitry insures brilliant reproduction. Complete facilities for both recording and playback . . . or send us any tape that's been recorded on an Ampex VR-1000 for immediate scheduling.



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## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area  
is America's 14th largest radio market!

EACH year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next *two, three or four stations combined!*

1960 is no exception! Proof is in the new 93-County Area\* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen *most* to radio (a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m. — Monday through Saturday). For example, WHO Radio's share of farm homes using radio

exceeds that of the next *three* stations combined in 70% of all quarter hours surveyed. It exceeds that of the next *two* stations combined in *all* quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio — serving America's 14th largest radio market!

\*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

## WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company,  
which also owns and operates  
WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

in Madison, Wis.

you buy MORE  
with

# WKOW

\* **MORE**  
listeners per home

\* **MORE**  
adults per home

\* **MORE**  
homes per week

(cumulative 9 AM-6:30 PM)

## 11 County

# \* AREA PULSE

Mar., 1960

In Madison, Wis. where the city income per family is \$8,345 and in the 11 county Pulse area of 117,800 radio homes, WKOW, 10,000 watts at 1070 Kc., delivers a powerful selling sound to mature people who can buy.

For detailed analysis  
call Headley-Reed.

**WKOW RADIO**  
WISCONSIN'S MOST POWERFUL RADIO STATION

## NEWSMAKER of the week

*Kenyon & Eckhardt's new president is administrator David C. Stewart who, after 15 years with the agency, succeeded William B. Lewis in the presidency as Lewis becomes chairman of the board and Edwin Cox, former chairman, takes up a new post as chairman of the agency's executive committee.*

**The newsmaker:** David C. Stewart joined Kenyon & Eckhardt in 1946, immediately after his war service. He was elected secretary and general manager in 1947, and two years later became a director. In 1952 he was simultaneously elected to the agency's executive committee and appointed treasurer.

Since 1956, when a new agency division structure was installed and Stewart was elevated to senior v.p., he held three posts concurrently: treasurer, director, and member of the executive committee.

Additionally, Stewart for several years has been chairman of Kenyon & Eckhardt's management review board and for the past twelve years he has been on the plans board.

In 1958 Stewart assumed responsibility for the operations of the agency and assumed the position of executive v.p. when the post was re-established in order to unify the agency's management operations.

Before joining the Navy in 1942, Stewart enjoyed 14 years of experience in the oil field. He joined Standard Oil Co. of New York in 1928, graduated from a management training program, and rose to become manager of the Philadelphia office before leaving Socony-Vacuum in 1938.

Between 1938 and 1942 he was an officer and director of a large independent oil company and of several affiliated oil companies in the Philadelphia and Baltimore areas.

During World War II he served as a management consultant in the office of the Under-Secretary of the Navy, rising finally to the rank of Lieutenant Commander in the Electronics Division, Bureau of Ships.

Stewart was born in 1908 in New York City. He attended Temple University and the Wharton School. He and Mrs. Stewart have a married daughter and reside in Westport, Connecticut, with their two younger children.

Stewart's elevation to the presidency puts Kenyon & Eckhardt in a position which frees former president Lewis and former chairman Cox for more outside client operations.



David C. Stewart



**LOWEST  
COST  
PER  
THOUSAND**



**FIRST  
IN  
BOTH  
PULSE  
AND  
HOOPER**



**TWICE THE  
POWER  
OF ANY  
STATION  
IN THE  
MARKET**



**TAMPA - ST. PETERSBURG**

Represented Nationally by GILL - PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta  
THE CONSOLIDATED SUN RAY STATIONS WALT - Tampa; WSAI - Cincinnati; WPEN - Philadelphia

You bet!  
Daytime,  
KMOX-TV's  
share of  
St. Louis  
women  
viewers is  
a mighty  
50.4%...  
57% more  
than the  
second  
station,  
190% more  
than the  
third,  
according  
to Nielsen.

What  
strength...  
all down  
the line!



The Early Show and Late Show on KMOX-TV are St. Louis' two top-rated multi-weekly film shows. Each one averages a 10.5 Nielsen; each reaches 91% more homes than the nearest multi-weekly movie competitor!

Programming in depth does it. KMOX-TV's film library includes hits from MGM, Paramount, Warner Brothers, Columbia. And that's not all.

There's KMOX-TV's nighttime leadership. Channel 4 nighttime station breaks (6:30 to 10:30, Sunday through Saturday) average a 23.2 Nielsen rating!

KMOX-TV delivers almost 5 times as many nighttime station breaks with a 25-plus rating as the 3 other St. Louis stations combined.

CBS Owned KMOX-TV has strength everywhere: an over-all 40% Nielsen share of audience... vs. 31% for the second station, 23% for the third and only 6% for the fourth station.

In short...

And ARB confirms KMOX-TV's leadership. But there's more...



**KMOX-TV  
OUTPULLS ALL  
COMPETITION  
IN ST. LOUIS!**



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# **KRNT Radio is very big in Des Moines**

**Big in total audience – see all surveys**

**Big in total adult audience – see all surveys**

**Big in service to the community – see Central Surveys**

**Big in news – ten years of dominance – see all surveys**

**Big in personalities – see Central Surveys**

**Big in believability – see Central Surveys**

**Big in local business**

**Big in the lives of people in the community – see the people**

**Big in sales impact – see Katz**

# **KRNT is Total Radio in Des Moines**

**A COWLES OPERATION**

*Station has  
our equal  
sides - only  
Grown ups  
Listen to it!*

If having a solid adult audience is square, we're the squarest!

WSUN has the greatest percentage (97.2%) of adult listeners of any station on Florida's west coast. Furthermore this adult leadership is throughout the entire 24-hour broadcast day, and to the entire 29 county Suncoast area with 1,404,403 people. In WSUN radio homes the adults control the listening... they control the purse strings, too! For top results use the grown up's station...



**WSUN** 620 KC  
TAMPA - ST. PETERSBURG  
V. J. RINTOUL & MCCONNELL  
P. JAMES S. AYERS

by John E. McMillin

## Commercial commentary

### Warning to the slide-rule boys

About a month ago in Louisville I asked John W. Burgard, v.p. for advertising at Brown & Williamson, what he thought of advertising research.

"Well," said Burgard with a slow drawl, "the agencies believe in it. And they pay for it. And I look at it."

Such honest, humorous skepticism about the frantic fact-and-figure gathering that goes on in modern advertising, I find very refreshing.

Burgard, I am sure, was not questioning the importance of genuine research. But he was drolly underscoring the slide-rule infatuation that seems to be turning the advertising business into a statistical Wonderland with hundreds of befuddled Alices.

I don't know how you feel about the dreary spate of ratings, costs-per-1,000, reach, penetration and coverage figures, market research, motivation research, copy research, and image research that daily spews forth from the drooling jaws of the ad world.

Personally, I find it both dismally dull and dreadfully dangerous.

And as an old-timer who has lived through many of these spasms of supposedly "scientific" advertising activity, I'd like to issue a storm warning to the new young crop of slide-rule manipulators:

*Statistics are a habit-forming drug. Too much of them will make you drunk as a skunk. And continued over-indulgence will thicken your tongue, befog your brain, and permanently becloud your judgment.*

### Mountains of meaningless numbers

I've been brooding about all this because recently I've had occasion to examine the state of radio—an industry that for years was writhing in a virulent condition of "numbers madness."

Today there are tremendously exciting signs that radio is throwing off its statistical narcosis and emerging as a vital, vibrant medium.

But even today I still find some buyers and sellers who moan dolorously that "radio is under-researched."

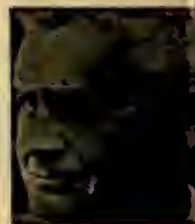
They point out that radio's out-of-home audience (listening to car radios, portables, etc.) has never been properly measured or documented—and this is undoubtedly true.

But what these romantic slide-rule dreamers (and so many of them are!) have never faced is the question—what if we had those figures? Would the piling of an Ossa of out-of-home statistics on a Pelion of in-home figures necessarily impress any advertiser or agency?

I'm far from convinced of it.

In fact, 21 years of agency experience (including 15 on P&G brands) leave me completely sure that ad managers, account executives, and agency plans boards do not change media strategies be-

(Please turn to page 14)



tick  
tick

*How big is a moment?* Breaking time into pieces has beguiled man for eons; the smaller the piece, the more advanced the technology. Today's atomic clock-watchers achieve segments in the millionths.

Absolute Newtonians might say a moment contains 60 seconds and let it go at that. The fallacy of this approach is in the air of Eastern Iowa, where WMT-TV's rounder, firmer, more fully packed atomic moments are flung with cunning abandon into an area containing more than half the tv homes in Iowa, whence they are plucked by the largest Eastern Iowa audience of any tv station, a fact documented by audience surveys with delightfully monotonous regularity.

WMT-TV Cedar Rapids—Waterloo. *CBS Television for Eastern Iowa.*  
Affiliated with WMT Radio, KWMT Fort Dodge.  
*National Representatives:* The Katz Agency.



## VICTUALS & VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very broth of a radio station . . . the favorite of butchers, bakers, greengrocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make and market America's leading victuals and viands: *A & P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Dorann Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Gravymaster Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schrafft's (Frank G. Shattuck Company,) Standard Brands, Inc., Tea Council of the U. S. A., Tetley Tea Company, Wheatena Company, White Rose Tea.* During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather . . . the station with the taste of success.

WPAT  
&  
WPAT-FM

cause of statistical snowstorms, but for far more deep-seated, profound, and often personal reasons.

And what I find healthy in radio today is not the pressure for more research, but the mounting pressure for more creativity that is expressing itself in two major areas.

First, in programing there is undeniably a grass-roots creative explosion that is turning up all kinds of new formats, services and program features at hundreds of stations in scores of markets. (See the SPONSOR series on "Radio's Big New Burst of Creativity.")

Second, in radio selling there is a shift in emphasis to the creative copy uses of radio with leading representative firms like John Blair, Adam Young, Katz, Petry, PGW, and others, developing commercials and campaigns which dramatically and vividly bring the medium to the attention of prospective buyers.

In my opinion these creative programing and selling efforts will do more for radio than all the slide rules in the world.

### The perils of statistical inebriation

But to return to the perils of statistical inebriation.

There are at least three reasons why any bright, ambitious, clean-limbed young adman should avoid it like the Asiatic cholera.

In the first place, son, as every cynical, seamy-faced veteran will admit to you, fully 50% of all the research in the ad business is highly suspect.

It is not done out of any sincere desire for knowledge, but simply to make a sale, to justify a recommendation, to cover up an error, or to prove that somebody else is a jerk.

And if you, in your downy-chinned innocence, start burning incense at this shrine, you're due for a disillusionment that will make your first unhappy love affair seem like a Sunday School picnic.

Second, an infatuation with statistics will prevent you from recognizing the dubious underpinning of most statistical structures.

Recently I snickered my head off over the sanctimonious remarks of a young media buyer at a Top 10 New York agency.

Said Junior, "We look for penetration (number of homes reached) rather than frequency (number of messages delivered) because we are a strong copy agency. Our commercials are so good that if we hit people once it is enough."

On such proud, emotional, unprovable nonsense are solemn, statistical and "scientific" timebuying policies erected!

But the most important reason for avoiding an over-indulgence in research is this: sooner or later you will begin drunkenly confusing numbers with people.

And this, I promise you, will be almost fatal to your career.

In the ad business (in any business!) at least half your job is to develop a constantly maturing, ever-increasing knowledge of people—your company, your bosses, your clients, your customers.

And you cannot short-cut this with slide-rule research, or long periods of statistical inebriation.

Only continuing, intensive, first-hand study of people as individuals—what they're like, how they react, and why—can give you this understanding. And only such understanding can bring you to the top.

Facts, research—of course we need them. But there's an old saying in the business that bears repeating today. "Research should be an *aid* to judgment, it can never be judgment itself."

Education – symbol of progress  
in the market on the move

## TAMPA - ST. PETERSBURG



Shown is but one of several buildings of the new \$8 million *University of South Florida*, located in Tampa, Florida.

Within 60 miles of the progressive Tampa Bay area are *seven other* colleges and universities:

Florida Christian College . . . . . Tampa	Florida Presbyterian . . . . . St. Petersburg
Florida Southern College . . . Lakeland	Stetson College of Law . . . St. Petersburg
University of Tampa . . . . . Tampa	Webber College . . . . . Babson Park
St. Petersburg Junior College . . . St. Petersburg	

**Reminder:** Dominating the higher-education minded market on the move is WTVT, station on the move!

SHARE OF  
AUDIENCE  
44.3%  
Latest ARB  
9:00 AM  
to Midnight

### CHECK THE TOP 50 SHOWS!

ARB

NIELSEN

WTVT . . . . . 34 WTVT . . . . . 34

Station B . . . . . 16 Station B . . . . . 16

Station C . . . . . 0 Station C . . . . . 0

A.R.B., Tampa - St. Petersburg Metro Area, March, 1960, 4-week summary  
N.S.I., Tampa - St. Petersburg Metro Area, March, 1960



Channel 13

Represented by the  
Katz Agency

# WTVT

## TAMPA - ST. PETERSBURG

**Station on the move in the market on the move**

THE WKY TELEVISION SYSTEM, INC. • WKY-TV/WKY-RADIO • Oklahoma City

# In Chicago



... the Board of Trade is the world's greatest speculative grain market. Here, prices paid for wheat help determine what the nation's housewives pay for a loaf of bread. And here, too, at each of its six trading pits, fortunes are won and lost every day.



In Chicago  
**WGN**  
**RADIO**

*reaches more homes  
than any other  
Chicago advertising medium.*



**WGN IS CHICAGO**  
*Quality • Integrity • Responsibility*

# FASTEST SELLING SERIES IN SYNDICATION TODAY!



Buyers who know the best are snapping it up... Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno... astute station groups like Triangle bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta... and the list of available markets shrinks every day!

*Wire today to secure the "best" series — BEST OF THE POST — for your market!*



**INDEPENDENT  
TELEVISION  
CORPORATION**

601 Avenue • N. Y. 22 • PL 5-2100

## Reps at work

**Richard O'Connell**, executive vice president, Devney/O'Connell, New York, pleads for simplification of rate structures in the industry. "While our firm is totally behind SRA's effort for a single rate, we are equally desirous of seeing a simplified single rate adapted throughout. Our own crusade along these lines has borne much fruit over the past two years.

However, if the revered buyer of time is to be effectively relieved of the burdensome aspects of time-buying, further simplification is imperative. In radio particularly, frequency discount per se is as modern as an ear phone set. With its elimination, the station operator happily kills short rates and rebates—long the nemesis of billing departments. Devney-O'Connell has a simple-to-read folder on simplified rates available to one and all on request. In distributing it to several hundred buyers we received overwhelming support within agencies on the buying level. This enthusiasm was outdone only by that shown among the heads of major agency billing departments. Remember, that which is easy to buy is, accordingly, easy to sell!



**H. W. (Bud) Simmen**, sales manager of Weed Radio Corp., New York, feels that a station's continued success for local accounts can serve as a valuable guide to the national advertiser. "Both the local and national advertiser have one primary concern: Sales results! They're also interested in reaching the same people: the



man or woman who shops at the corner store. Many stations are doing an outstanding job for local advertisers through creative programming, salesmanship, and merchandising. This same creative approach can be readily put to work for national advertisers. It's up to the reps to be aware of the station's local successes and sales stories, and to use this information as a basis for a more creative sales approach on the national level. A

station's pulling power may not necessarily be reflected in high ratings. Prestige, believability, the use of imaginative production and delivery—all play a major part. Audience composition is also important. When properly documented and presented by the rep, this type of station and audience data can be of real service to advertisers."

# SPONSOR-SCOPE

26 SEPTEMBER 1960

Copyright 1960

SPONSOR  
PUBLICATIONS INC.

The big news event of the week for spot tv was the reentry into the ranks of Continental Baking (Bates), which last year spent around \$7 million.

Continental's buying policy, however, has changed: instead of issuing 52-week contracts, it's going into a flight pattern.

The initial flight—for around 90 markets: 10 weeks, using minutes and IDs.

Incidentally, Pepperidge Farms (OBM) is buying schedules for the west coast.

The spotlight switched to Chicago the past week as far as new national spot tv business was concerned.

The accounts either called for availabilities or issuing orders included: S. C. Johnson Shoe Polishes (NL&B); Aunt Jemima Easy Mixes (J. W. Shaw), eastern markets only; Tums (McCann-Erickson); Alliance's Tenna Rotor (DFS).

Out of Gardner St. Louis: Duncan Hines' pancake and muffin mixes and Groves Bromo Quinine.

Action on spot radio: Chun King (BBDO Minneapolis); Rival Dog Food (NL&B); Flex-O-Glass (Presba, Fellers & Presba); Eljer Div., Murray Corp. (F&S&R), 18-25 spots a week for eight weeks, 42 markets.

Colgate toothpaste is moving into the top 50 markets with syndication to help counteract some of the sales damage that's already been inflicted by the zoom of the ADA-endorsed Crest (P&G).

P&G hasn't as yet unloosed the full force of its new Crest barrage, because of a copy clearance problem with the ADA, but there's enough evidence at hand to show that the competitive brands, which include P&G's own Gleem, have been taking a stiff battering.

Agencies researching the situation via supermarkets and drug chains report that stores have told them that the call for Crest has spiraled so that they can't keep the brand in stock.

Even though the Gleem people have had bellpushers in Boston and other spots quizzing mothers about the cavity angle, the trade doesn't expect P&G to mount a strong ad campaign that would compare the virtues of Gleem with those of Crest.

However, here is something that might eventuate: the Government forcing P&G to license its fluoride formula to other dentifrice makers in the public interest.

P.S.: The Colgate syndication buy, 21 Beacon Street, was negotiated by McCann-Erickson, whereas Bates is the regular agency for Colgate toothpaste.

The immediate reaction on Madison Avenue to the FCC's reduction of tv network option time from three to two-and-a-half hours per night wasn't anything that you might describe as deeply disturbing.

The main prospect as some agency men saw it:

Because of the program straddle provision in the new rule the networks will go in for more hour shows than ever, a la the pattern in effect at ABC TV.

(For details and commentary on new option rule see WASHINGTON WEEK. page 55.)

McCann-Erickson has decided to give radio a much sharper appraisal than the agency has been wont to give the medium in recent years and it's named Curt Peterson as the specialist who'll do the examining, weighing and recommending.

Peterson's connection with radio dates back at least 30 years and almost 25 as agency administrator of Esso's newscast empire. To veteran station operators he's about as well known as any agency executive now in the business.

Peterson, who when required will share his time with tv, will work directly within M-E Productions, a McCann subsidiary headed by Jack L. Van Volkenburg.

One thing network tv won't be short of the next several months: a variety of program ratings and a profusion of huzzahs and counter-huzzahs stemming therefrom.

The bedlam of numbers will find participation from these measurement services:

1) The Arbitron overnight national, to which NBC TV and CBS TV have subscribed for six specified weeks, with the total homes and audience available the morning after the telecast. This will be a combination of 400 Arbitron seven-city connections plus 400 phone calls, the former downweighted and put into proportion to the national sample.

2) ABC TV will stick along for overnight service with a 30-city Trendex, but picking its own occasions to find out how its new shows are doing.

3) ARB will also be feeding its seven-city Arbitron, as a separate regular measurement, and its dairy based national.

4) From Nielsen there'll be (a) the 24-city count, out roughly within 10 days (b) the 51 matched-city report, which the competition labels as an ABC desirable; (c) the national report, which covers the whole spectrum in types of information.

5) Videodex.

Compton Chicago appears to be emerging as one of the more important agencies there from the viewpoint of air media billings.

In addition to tv-laden Alberto-Culver, acquisition of recent months, it's got six Quaker products in spot tv.

The roster: Quaker Puffed Grains, Quaker Oats, Mother's Oats, Quaker Muffets and a new product, Merri-Oats, which is being tested in eastern markets.

Apparently AFTRA is interested in keeping the soap opera going in radio, even if it means a radical change in the union's policy of recorded program compensation.

An AFTRA official advised SPONSOR-SCOPE: (1) a committee is exploring ways of making it feasible for tapes of popular daytime serials to be used on a syndication basis and (2) he was waiting to hear of a royalty proposition.

AFTRA tape regulations require that the actors be paid the same fee that prevailed at the time that the show was broadcast on a network.

The tv networks are going to hear a lot more from here on out from potential affiliates about the need for relaxing the groundrules on product protection.

The key to the affiliates' gripe: they find themselves in the area of spot badly hamstrung because of the expansion among the networks of spot carriers, scatter plans and rotating commercial schedules.

These affiliates are urging the networks to look at the stations' problem realistically and do something drastic about guaranteeing product protection on the traditional line carried over from radio.

One direction the grumbling may take soon: leading broadcasters will bypass the network advisory committee and take their grievances directly to the top managements of the networks.

CBS Radio reports that the only problem it's encountered from affiliates in regards to the new program format: how can all this news be carried during the baseball season?

Affiliates will get an opportunity to voice their sentiments about the format at this week's two-day meeting called by the network. It all debuts 28 November.

Leave it to ABC TV to keep freshening up its selling angles on daytime: the latest is comparing with the competition the weight ABC delivers in markets where there's a maximum existence of tv stations, radio stations and newspapers.

The point intended: it's not enough to say you get so much accumulative reach and frequency in a particular market; what's also important is how this coverage and the dollars paid for it relate to the total media competition that the market offers.

ABC is also raising this question in pitching for business: how does the total number of homes you're getting plus the frequency look in reference to the importance of the market?

Burlington Hosiery (Donahue & Coe) has met so much success with its fall campaign of network nighttime participations that it'll be back on even a bigger scale for the spring push.

Station cut-ins will also again be used. The product: support hose.

CBS TV affiliates will shortly have their rate increases determined by an entirely different formula.

The formula in gist: the average homes delivered between 6-10 p.m. Sunday through Saturday as measured by ARB. (The network had heretofore used NCS.)

NBC TV has its research department also working on a formula which would reevaluate the network's market rates.

Notes CBS: it thinks the new formula will cause the least possible "dislocation" of rates for individual stations. Also keep the over-all price for a lineup down.

P.S.: ABC TV has been operating under a similar formula.

General Mills, via BBDO, picked up the western end of the daytime hookups left open by Beech-Nut's split buy on NBC TV.

The schedule will be used for General Mill's pancake mix. The available stations may not match the mix's marketing pattern perfectly, but the holes can be filled in with spot.

The CBS TV management, it now begins to appear, has got carte blanche to temper its selling policies to the needs of the time and competitive pressures.

At that meeting in Hawaii the board was told that the network was trying to discourage as much as possible the sale at night of anything smaller than half-hour units and that whatever happened in veering from tradition the network would seek to maintain just so much difference between itself and the competition.

Possible translation: we'll bend whichever way, if advertisers insist. Or, we won't let our shibboleth of the prestige network job us of too many opportunities.

Never since the advent of network tv has there been so much business written in September as the roster shows for this season.

What obviously this is a result of: guessing back in spring that a soft market was in the offing and by deferring buying until the last gasp there would be plenty of bargain opportunities.

And that's the way it's been working out.

The dazzle-and-boom of exploitation hasn't vanished from tv altogether: Salt Lake City viewers have been getting a big dose of it in connection with affiliation switches.

The stations involved are KUTV and KCBX, and the counter-uproar included the use of helicopters and planes dragging tune-in legends. ABC TV's Ollie Treyz also popped up on the scene in KCBX's behalf, with a talk before the Chamber of Commerce.

On the air the stations took sly digs, like this one: "Tune in on . . . for reruns of . . . and then tune in on . . . for fresh episodes of the same program."

To agency pundits Olin Mathieson, which has just switched its institutional account (\$4 million) from D'Arcy to Doyle Dane Bernbach, represents an interesting sample of a huge holding company perplexed by the problem of finding a public image.

As its prime medium for this purpose Olin Mathieson has been using network tv, but, note these admen, the nature of the company's diverse fields has made the goal an unusually tough one.

Among the O-M businesses: defense supplier, metals, chemicals, guns, paper, drugs and toiletries, none of which rank among the leaders in their respective fields. A situation which, observe the pundits, makes it doubly hard to create an integrated image that can rub off effectively on the various enterprises and products.

While Lever waits to see what local rating service its seven agencies would like to make official, P&G has advised Burnett that ARB is acceptable for local buying.

Y&R got the nod some months ago, while Compton goes on using both Nielsen and ARB for P&G business.

P&G's policy is to let the agencies do as they please about local rating services.

New York agency men who have been touring tv markets lately report that stations are showing a marked sensitivity about frequent scheduling of public service programming.

One observation they make that merits mulling among the networks: the stations say that they are not going to rely on their affiliation as a source of public service but that they're gearing up to do most of it themselves.

Hence this prediction from the agency travelers: clearing fringe time will become an even bigger headache for the networks next season.

Are the tv networks looking beyond the present and trying to develop business in fields that could regularly use the medium but are in need of explicit education and direction?

Keen observers in agency management will tell you that the networks, which they describe as having it too easy so far, have been almost completely amiss in moving in on such opportunities with long range intent.

There are many leading American corporations, these agency men note, that are in need of an image that can serve as a tool in getting them business or will ease the path for them when they enter a new product field.

To begin with, it would involve an investment on the part of the networks. They'd have to take a survey of the particular field and find out (1) what the prospect's symbol status is in the trade and (2) how tv can serve to overcome any glaring deficiencies and developing weaknesses in that image.

**For other news coverage in this issue,** see Newsmaker of the Week, page 6; Spot Buys, page 50; News and Idea Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 86; and Film-Scope, page 56.



## FARM GALS ANALYZE SPRING CROPS!

...in the Land of Milk and ~~X~~<sup>M</sup>oney

And they've decided the Ivy League needs more cultivating! Seriously, with our ideal living conditions, today's farm families are modern as Manhattan. And speaking of analyzing, how's this for good Television:

1. Channel 2 for these extra Counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and ~~X~~<sup>M</sup>oney!

# WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by THE KATZ AGENCY

# 2



# Just for the Little People.

## MISS FRAN FROM STORYLAND



THE STORYBOARD is Miss Fran's way of giving recognition to the junior artists who have sent in literally thousands of drawings.

**M**ISS Fran and her sparkling puppet friends offer entertainment and educational guidance to a devoted and responsive audience daily. When the little people of the KWTB 54-County Community tune to Miss Fran and her puppet menagerie they find imaginative encouragement to be courteous, respectful, and considerate... qualities which make desirable citizens today... and tomorrow! An opinion poll of these "little people" would no doubt reflect TV-RADIO MIRROR'S selection of MISS FRAN FROM STORYLAND as "Best Children's Show Southern States."



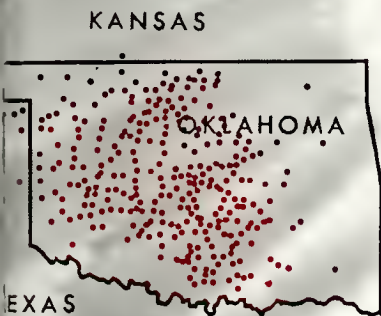
**KWTB**  
OKLAHOMA CITY

EDGAR BELLI  
General Manager  
JACK DELIER  
Sales Manager

*The TOWER  
with SALESPeople  
in Oklahoma*



Fran with puppets Bopper and Py, as seen daily, Monday through Friday, 7:50 to 8:15 AM.



personality that is Miss Fran can be measured: An average of 10 letters a day has been her mail for the past two years.

Edward Petry & Co., Inc.

## 49th and Madison

### Fall tropics

KATV would like to call your attention to what we think is a spectacular way of presenting our new fall KATV and ABC lineup.

We feel it would be of interest to you in that the entire presentation for our clients and the advertising agencies will take the form of a Hawaiian Luau.

The station has gone all out to create the feeling that one is really in the tropics. For our 300 guests, individual orchid leis, native hats, and ceramic idols have been ordered and the setting for the party will be enhanced with an "action" volcano, a pool laden with floating candles, a beach-comber's bar, patios encircled with torches and many, many other unique decorations which include tropical fish, exotic flowers, palm trees, outdoor oriental lighting, fireworks, and Hawaiian hula girls.

Bruce Smith  
asst. promotion director  
KATV  
Little Rock, Ark.

### Basics

I believe "Timebuying Basics" to be a very concise and complete tool for timebuyers and I would like additional copies to distribute to people in my group.

Pat Schinzing  
Media group supervisor  
Gardner Adv. Co.  
St. Louis, Mo.

• "Timebuying Basics," and other sections from SPONSOR's 14th Annual Air Media Basics are available at a nominal cost on request.

### Editorial comment

Regarding your editorial in the 1 August 1960, issue headlined "How Many Neglected Food Markets?" I think you have incorrectly stated the case. It is not A&P or Kroger who are crediting all their sales to the distribution points, it is the food manufacturer. Obviously, this is not true in all cases, as many manufac-

turers know exactly where their sales are down to the last little Mom & Pop stores. But in some cases the manufacturer will only show sales in the big major markets where the distribution points are for the large chains; consequently, this is the only place he will spend his advertising dollar.

The point we are making here is that A&P, Kroger, or any other chain for that matter, have nothing to do with it, except that they buy at certain points and shipments are made to these same spots. Therefore, sales are credited by the seller rather than the buyer.

H. Needham Smith  
sales manager  
WTRF-TV  
Wheeling, W. Va.

### Fm coverage

We certainly think your magazine is best in the trade magazine field. Of course, we in the fm industry are most appreciative to you and your staff for the fine coverage you're providing the fm broadcasters.

Best wishes for continued success.

John P. McGoff  
president  
WSW/FM  
East Lansing, Mich.

### Setting the record straight

We noted in reading through the 29 August issue of SPONSOR that in the "Sponsor-Scope" section you erred in reporting. Our client, Mogen David Wine Corp., is spending slightly in excess of \$1½ million in its Fall Holiday promotion in November and December. They have purchased eight daytime quarter hours and 16 nighttime commercial minutes allocated to four different television shows.

Nathan Pinsot  
media director  
Edward H. Weiss & Co.  
Chicago

It's  
results  
that  
count




W  
CKLW  
WIL—S

WRIT—Milwaukee  
KDEO—San Diego  
WT X—New Orleans

WHLO—Akron-Canton  
WKLO—Louisville  
WARM—Scranton-Wilkes Barre

WING—Dayton  
WPTR—Albany-Schenectady-T  
WXLW—Indianapolis



Sometimes results are a matter of luck — like two fish on a hook. Most of the time however, you can pretty much predict results when "the combination" is right.

That's why you can always count on something extra when you use the Eastman Represented Stations... because the "combination is right".

Top stations in top markets managed by some of the ablest brains in the business. Result — a superlative selling job for advertisers all over America.

Eastman's job is to get each station's particular message to every possible person responsible for the purchase of time. How well we've done it can be summed up in this simple set of figures. Stations represented by Eastman in 1959 increased their total national spot business a whopping 44% over the previous year.

It's results that count. And when everybody gains you've got a pretty good story.

## **EASTMAN REPRESENTED STATIONS GET RESULTS.**

P.S. Figures for the first half of 1960 are up 43% over 1959.



**robert e. eastman & co., inc.**  
representing major radio stations

**NEW YORK: CHICAGO: SAN FRANCISCO: DALLAS: ST. LOUIS: LOS ANGELES: DETROIT:**

Columbus, Ohio  
Norfolk-Portsmouth  
Phoenix

**KTOK—Oklahoma City**  
**WSBA—York-Lancaster-Harrisburg**  
**WAMS—Wilmington**

**KLEO—Wichita, Kansas**  
**WORC—Worcester**  
**KHEY—El Paso**  
**WABB—Mobile**

**KXLR—Little Rock**  
**KQEO—Albuquerque**  
**WSAV—Savannah**  
**KSVD—Wichita Falls, Texas**

# Shrimp Creole

OLD NEW ORLEANS FAVORITE



*Prepared by Chef Dan Evans at the Pontchartrain Ho*

## WWL-TV... new New Orleans Favorite

### Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most alert reporter. WWL-TV's expanded news coverage includes:

- Mon.** 15 minutes of news 8:00-8:15 a. m.
- thru** 45 minutes of news, sports and weather each afternoon 5:45-6:30
- Fri.** 15-minute news final nightly 10:30-10:45
- Sat.** 30 minutes of news, sports and weather 6:00-6:30 p. m.  
15-minute news final 10:00-10:15 p. m.
- Sun.** 15-minute Sunday news special 10:00-10:15 p. m.

*Ask Katz about WWL-TV's big new news lineup.*

# WWL-TV

NEW ORLEANS





Industry reaction to 4A's reports:

# WHY DIDN'T YOU ASK US?

**Mixed comment greets 4A's 'Suggestions for the Advancement of National Spot Radio (and Tv) Advertising'**

**Broadcasters and reps agree with basic motives, but lack certain suggestions as 'misinformed' and 'naive'**

Local disagreement and muttered "ens" mingled this week in a mixed reaction to American Association of Advertising Agencies' "Suggestions for the Advancement of National Spot Radio (and Television) Advertising."

Now that they have had ample time to study the 4A's booklets, which are almost identical in content, spot radio and tv broadcasters and representatives have begun to question the implications of a few of the points, al-

though with most—whose expressed purpose is to improve the media and make agencies use them more—they concur wholeheartedly.

On the points in question, including those that call for standard coverage information, standard market information, commodity inventory checking, and audience data, radio and tv media men are wondering aloud if the 4A's hasn't shown a partial disregard of the problems—especially economic—of broadcasters.

On other questions, including those of standard rate card forms and rate protection, 4A's stirs a vehement flurry of disagreement with its suggestions, typified by the plaint that "they should have called us in before publishing their suggestions, because an appreciation of the local stations' point of view is missing, and this weakens the value of the booklets."

Any flurry, whether of agreement or disagreement, does not dismay the 4A's committee on broadcast media, which prepared the "suggestions." In fact, that's just the purpose of the booklets, according to one of its members, William E. "Pete" Matthews, v.p. and director of media relations and planning for Young & Rubicam, New York.

"Any response, whether negative or positive, means that at least the sug-

## The Rep: "Our Views Weren't Considered"



**"IT'S** very easy to sit in a partial vacuum and say, 'Here is a rate card form that all stations should follow,'" says M. S. Kellner, v.p.-radio sales manager, The Katz Agency. "Unfortunately, the competitive differences of each station are such that rigid standardization is impractical."

"The spot radio medium is ready to assist as well as criticize. Some of the 4A's points were well raised, but on others they should have asked us first."

gestions have received some attention or caused some concern," he said. "It may stir some agencies to cooperate with the industry in some of the ways we indicated; it may stir some stations to re-evaluate their relations with national advertisers and agencies."

"And that's the idea," Matthews declared. "The 4A's, as anyone who knows the anti-trust laws can attest, cannot make rules or in any way act on all agencies or exact any discipline. So we have put on record the general feelings of our committee on

some 25 oft-disputed areas of broadcasting-advertising relations and management. Some of it is obviously old stuff, some does not go far enough.

"But if, as a result of the distribution of the booklets, a half-dozen agencies get interested and start paying attention to reforming their paperwork, or 20 stations seriously consider some changes in their operations and relations with national advertisers, then a point has been gained."

The big emphasis, said Mr. Matthews, is on "standardization" and "simplification" — standardization of coverage, audience information, rates and rate cards; simplification of paperwork in presenting availabilities, purchasing of spots, billing.

None of the station men or representatives disagrees with the valid need for some reforms of this type, but they do express the wish that 4A's had consulted more with them before printing the booklets. If this had been done, they asserted, much that to them is obvious, redundant and even naive could have been eliminated.

On some specific points, however, reps especially think that discussion and mutual education are patently necessary. They note for more careful reading the "suggestions" labeled:

- Standard coverage material, standard market information, and data on audiences
- Commodity inventory checking
- Schedule reports
- Standard form of rate card
- Notification of changes in rate cards
- Standard availability form
- Notification of time changes
- Rate protection.

On the first point, reps note that NCS-2, and NCS-3 which will be available next year, make standard coverage material readily available. As to standard market information, reps and stations ask, "What does 4A's mean?" Station reps say they have most of this information available. And on the third suggestion, for standard audience data, they report that not all agencies agree on which rating service is best to use, some using Pulse for one client and Nielsen for another in the same shop.

Where 4A's asks for "reliable market information... developed through properly conducted pantry surveys, broadcasters are quick to note the very high cost of such inventory plus the availability of Nielsen dry and grocery research and studies conducted by other media in most communities. One rep claims that an extensive pantry-type survey assembled over a considerable period of time was brought to an agency research director who filed it with thanks. "They had changed their plans and

## The Adman: "If Not Then Let's Discuss It"



**"ANY** response, whether negative or positive, means that the suggestions have received some attention or caused some concern. After all, this is not a manifesto but a listing of our hopes and disappointments in the hope that we can better practices," answer Pete Matthews, Y&R v.p. and 4A's broadcast media committee member.

"We want to end confusion in an industry enslaved by time—that has no time to follow its archaic business practices."

ouldn't use it just now, they told us," said the rep. "Well, it was very costly, and we're not about to do one gain."

Section Six, concerning schedule reports, brought some bitter comment from representatives. As printed in 4A's booklets, it reads: *A record of the commercial schedules which have been broadcast on each station—by product classification and advertiser—is often a necessary part of planning an effective television advertising campaign. It serves as a guide to the degree to which competitive products or services are being promoted and may help to determine what stations will be used and the content of the campaign.*

*When agencies and advertisers need information on past competitive schedules the data is generally requested from each individual station by each individual agency. It would be simpler for stations to supply all information at one time to a central source to which each agency and advertiser could be referred.*

*We recommend that such a central reporting service be established, either as a private enterprise or as an industry-wide project.*

One radio/tv rep is "dismayed" by Section Six, he declared. "As far as television," the rep said, "Rorabaugh makes complete reports available and through Television Bureau of Advertising detailed information can be obtained." Rorabaugh schedules are published every quarter.

"As for radio," he continued, "the new service and its successor—now reportedly going out of business—attempted to supply this information. It was impractical to try to get it from thousands of radio outlets, so he requested cooperation from the agencies. The agencies wouldn't give it." Suggestion seven, that for a standard form of rate card, drew perhaps the greatest amount of comment. AAAA states its position this way: *The Standard Form of Rate Card recommended by AAAA was developed in cooperation with Standard Rate and Data Service. It provides television (radio) stations with a uniform, orderly pattern in which to present their rates, facilities, requirements, terms, and conditions. The*

*form was issued in May 1960.*

*We recommend that television (radio) stations consider adopting the recommended form when issuing their next rate cards because: (a) similar standard forms are used by other media, and advertising agencies are familiar with the arrangement scheme; (b) the standard size cards are easily handled and filed; (c) use of the standard form assures that all information needed by buyers will be provided; (d) it is the buyers' authoritative source for rate and other information.*

them anyhow"; point *c* was already the case in tv and "although there is some lack of information from radio outlets, they are the smallest stations that national advertisers are not apt to use"; point *d* was doubted, with reiterations that timebuyers should go to rate card files more often.

Notification of rate cards, suggestion eight, has always been made by the reps, they said, and should not be the obligations of stations, as 4A's requests.

Section Ten was also questioned. In 4A's booklets it reads: *We urge*

#### 15. Standard Forms for Billing

We urge the broadcast industry to adopt standard forms for both manual and machine billing, similar to the manual billing form developed under the auspices of SPONSOR Magazine and the Advertising Agency Financial Management Group of the New York Credit Men's Association.

Use of standard forms will increase the efficiency and accuracy with which agencies handle bills and payments.

## AAAA URGES SPONSOR FORM

*AMONG the AAAA suggestions for the advancement of both spot radio and spot tv is this strong endorsement of the standardized form for manual billing, developed last spring by the SPONSOR Standard Spot Practices Committee and now used by many stations.*

Most stations, replied Section Seven's critics, have all of the required information on their rate cards. These cards are large and easily read and handled. "But," as one charged, "I don't know of one agency that files them and consults them. They go to SRDS, which is eminently informative and helpful, but whose restrictive printing requirements put them high on the list of offenders in garbling and complicating rate cards."

On the sub-points, critics complained that point *a* was "not worthwhile," and "not necessarily a fact"; point *b* was "not necessarily so, and even if it were, agencies don't keep

that broadcasters provide agencies with a statement of their policies on adjacencies for spot schedules which run through changes to or from Daylight Saving Time.

*When stations alter their schedules, many spot programs and announcements come out with different adjacencies from those bought originally. These changes cause apparent discrepancies in broadcast schedules, and delay prompt payment of stations' invoices. Stations' policies on time changes should be included in rate cards and SRDS listings.*

This is one of two or three suggestions in the booklets," stated a rep, "that makes me ask, 'how did this

it in here. It is ridiculous to establish a policy because this is something that must be handled individually — and is being done. Most stations let the agency know of time changes, giving them the option to retain time or to choose another adjacency.”

The final section in dispute concerns rate protection. AAAA's comments: *We recommend one year's protection and have frequently pointed out the disadvantages to media of short protection periods.*

*Less-than-one-year's rate protection discourages the planning of annual campaigns. It causes some advertisers to set up abnormal reserves for rate increases, which, if not used, represent a loss of revenue to stations. If here no reserves are set up and rates are increased, cancellations sometimes occur.*

Broadcasters disagree on this issue, claiming that no other medium gives rate protection of one year. The trend in tv is to three months protection, they indicated, and in radio it is a half-year. “I think the agencies know that there is more uniformity today in radio and television on rate protection than from any other media,” was a typical opinion.

However, the AAAA committee, headed by Leonard S. Matthews of Leo Burnett, is composed of agency people who are no strangers to these problems and who, according to Y&R's Pete Matthews, welcome the discussion in the spirit that “any discussion, any argument, any outcry serves to spotlight the various problems and to help us do our part to institute better practices.”

Serving along with the Messrs. Matthews are Ruth Jones of J. Walter Thompson, who is vice chairman; Robert H. Crooker Jr., Campbell-Ewald; Edward A. Grey, Ted Bates; Arnold E. Johnson, Needham, Louis and Brorby; Thaddeus S. Kelly, McCann-Erickson; Betty McCowan, Henderson Advertising; Gertrude B. Murphy, Long Advertising; Frank S. Ott, D'Arcy Advertising; Frank B. Kemp, Compton Advertising; Sydney D. Rich, Jaffe-Naughton-Rich; Robert Ross, Arthur Meyerhoff; Holly Shively, FWR&R; Pamela A. Tabberer, Filler, Neal, Battle & Lindsey; Ralph Trieger of R. Jack Scott, and Kenneth

Office of AAAA.



PGW's new radio research study shows spot penetration at a glance through four charts broken down by market groups. Discussing the study are (l to r) Ed Papazian, director of media analysis, BBDO; Lud Richards, director of sales development, PGW Radio; Herb Maneloveg, v.p.-media director, BBDO; and Jack Thompson, v.p.-sales manager, PGW Radio.

## NEW SPOT RADIO REACH STUDY HAILED BY ADMEN

- Detailed figures on spot radio's in-home penetration are charted for Top 100 markets in PGW-Nielsen study
- Quick method for determining coverage is projectable to all areas. Day part breakdowns are due at month's end

**H**ot on the heels of the 4A's recently-documented suggestions for the advancement of spot, Peters, Griffin, Woodward has come up with a significant research project that, according to agency men, should help boost the fortunes of the radio end.

The PGW project, a detailed study of spot radio's penetration prepared in cooperation with Nielsen, fills in a gaping research hole for buyers and sellers.

Basically the study will serve as a guide for agency planners to determine what penetration an advertiser can achieve in the metropolitan areas of the Top 100 markets at a given cost. “All the markets selected by Nielsen are representative, so the findings apply throughout each market group,” said a PGW spokesman, ad-

ding that “since these findings apply to the Top 100 markets, the same yardsticks can be utilized for the entire nation.

Although similar data has been available for tv and other media, this is a “first” for spot radio. An advertiser can now see that with a light budget he can easily reach 20-25% of his desired audience and with a stepped-up campaign, he can reach as high as 84%.

Among favorable agency reactions received by PGW, after the release of preliminary figures this month, was that of BBDO vice president-media director Herb Maneloveg, who said, “The study contains exactly the type of information we have been asking the radio industry to supply for a long time, from which the medium

only benefit." Maneloveg also revealed that, in the absence of this information, his agency "has initiated similar study" which will be completed later this fall.

PGW's effort was also termed "a most comprehensive study on the reach and penetration of spot radio," Bill Thomas, Tatham-Laird, N. Y., media director. Anonymous agency house was equally as vigorous. Said

one media executive, "At long last, now we have something concrete on which to base reasons why a client should be using spot radio."

Fuller & Smith & Ross' Pittsburgh media director Bob Pekarek called the study "the first breakthrough that gives us a guide for any product or products in general."

The study, which is based on in-home data only, is broken down into

four market groups: markets 1-5, 6-12, 13-20, and 21-100. PGW used rating points as its springboard by which media planners could measure penetration.

Advertisers can now determine how many spots are needed on one or more stations in a market to reach a specific percentage of unduplicated homes (see chart below). For information, (Please turn to page 61)

## THE FACTS ON SPOT RADIO'S PENETRATION

PER MARKET			ALL MKTS.	TIMES HEARD		UNDUPLICATED HOMES	
Av. No. Spots Per Wk.	No. of Stations	Approx. Rating Points Weekly	Weekly Cost of Minutes 13 Weeks	1 week	4 weeks	1 week	4 weeks

### MARKETS 1-5

34	1	80	\$12,900	3.9	9.8	21.4%	31-38%
49	3	80	15,350	2.4	6.1	33.4%	50-57%
89	3	160	26,210	4.1	11.7	40 %	56-60%
303	4	480	71,000	8.7	26.9	56.6%	73-79%

### MARKETS 6-12

28	1	80	4,420	4.0	10.0	20.5%	33-37%
39	3	80	6,970	2.3	6.2	36.2%	54-62%
70	3	160	11,350	3.8	10.8	42.9%	60-64%
241	4	480	31,260	8.1	24.9	59.9%	78-84%

### MARKETS 13-20

23	1	80	6,810	3.9	9.2	22.6%	36-40%
33	3	80	8,240	2.3	6.1	35.3%	53-60%
65	3	160	14,600	3.7	10.5	43.4%	61-65%
193	4	480	37,250	8.6	26.2	56.9%	74-80%

### MARKETS 21-100

28	1	80	23,700	3.6	9.4	23.6%	36-42%
36	3	80	35,800	2.0	5.3	39.1%	59-67%
65	3	160	58,500	3.2	9.2	47.3%	66-71%
208	4	480	155,000	7.5	24.0	62.5%	78-84%

# what admen think of tv critics . . . . NOT MUCH

Part of the study, "Television Critics in a Free Society," done by Patrick M. McGrady, Jr., contains a section entitled, "The Adman's Tale." It is described as a representative monologue compiled from actual conversations with several advertising agency vice presidents. To what

extent an "average" monologue can accurately represent opinions, SPONSOR leaves to its readers to decide. The study was conceived by the Fund for the Republic and prepared with financial assistance from the Center for the Study of Democratic Institutions, Santa Barbara, Calif.



'First of all, I would like to know if you intend to quote me. If you do then forget about the interview.'

**F**irst of all, I would like to know if you intend to quote me. If you do, then forget about the interview. I see no reason why I should permit my remarks to be attributed to me. What good would it do me?

As long as we've got it straight that this is off the record, here goes:

The principal job of the critics is to be critical and in being this they have their own definite yardsticks and personal standards. Actually, the run of critics are incompetents and second-rate writers. They're all trying—unsuccessfully—to be a Walter Kerr or a Brooks Atkinson.

They don't have life-and-death power, but they certainly have great concern to us. They affect us in this

way: If the sponsor wants to move products he won't repeat formats that take a licking from the critics or the ratings. What the critic does is create a conscience that was not there before. He definitely colors thinking, but it is not always as he intends. For example, if a show is described as lurid and violent, that probably isn't going to hurt it an iota. He kills by calling it ineffective, dull or dragging.

Actually, you can damn near forecast criticism. For one of our new productions, one of our people the other day predicted exactly the reactions of all but one of the major critics.

Critics do not understand that television is still a mass entertainment medium. They want all these high-quality shows—but the fact is that nobody watches that sort of thing. *The Voice of Firestone*, for instance, was not an economical operation. It was put on simply because the Firestone people wanted to have it on—not to move products.

They keep saying that we ought to put on more discussion shows. But this is economically impossible. What these birds want is either government or sustaining television. Commercial television cannot be an art form with nuances—the economics of the medium won't permit it.

Remember. I'm not an educator; I'm an advertising man. We will always give the people what they want. And if they want ballet we'll give them ballet.

The eggheads fail to take into consideration that people just don't want to watch shows of an educational nature. Look where educational television is today. That ought to tell you whether or not people want to be educated. Nobody, but nobody, watches it.

What you've got to realize, sooner or later, is the fact that a show is a vehicle for a product—nothing more. It can attract a bonus audience by good reviews, but the "dogs" just won't hold up. *The Seven Lively Arts*, for example, couldn't carry on despite the good reviews it got.

How much do I personally watch television? Very



'How much do I personally watch television?  
Very little. I've got better  
things to do with my time.'

...e, I've got better things to do with my time. Oh, maybe, four or five hours a week—if that. I always watch *Verick* and the football games. But usually I'm too busy to watch it.

Don't get me wrong. We want to put on the very best programs possible. And we do appeal to minorities. Like the wrestling and fighting matches. They appeal to a specific minority.

Television has done so much for the people. I don't think it should be criticized. Trouble is the critics themselves are incapable of objectivity. They are never allowed to forget the fact that they are working in a medium which is competing for advertising revenue. There is a fundamental antipathy between the critics and television. Sometimes I think they forget they're supposed to represent the television industry and the reviewers.

We have enough dissenters, inside criticism in effect, without having to rely on critics. We have the ratings, competing programs, and the tastes of the advertisers themselves. Quite frankly, I'd say that the influence of a critic—when it is felt—is invariably bad for television.

The critics yell for live television, but they knock it off the air by their individual critiques. They hurt because they're stupid. And they're terrible dramatics.

A certain spectacular, for example, was one of the latest things brought to television. I think the producer and the advertising people connected with it deserve a lot of credit. But the critics, instead, compared the show with the book and the movie of the same title. There was no call to do this.

We've tried to do avant-garde things, but what happens? We get clobbered by the critics. And each time we get hurt, it means no more attempts in *that* direction. I think they've helped to write off all of the good things

television is capable of. Now they're knocking fairy tales, for instance.

We had a great show that the critics attacked for its "confined nature." O.K. Never again will I be allowed to do anything like that. Maybe it wasn't really confined, but the sponsor, whose opinions aren't very strong, sits back and reads the critics. Then he comes to the conclusion that, well, maybe it *was* confined. The sponsor's judgment is shaken after reading the critics.

I'd say that the most important single event or cause of mediocre television was the replacement of Pat Weaver at NBC. Weaver was experimental, he was forward-looking, he had guts. And more than guts, he had imagination. But when he left, NBC got rid of all of its creative talent.

No question but that the sponsors are the most important figures in programming. They operate with a mailed fist. They don't let us make the decisions. The critics never used to be this important. As a matter of fact, it's only this past year that I have found myself buying the early morning papers to see what they have to say.

The really bad thing is when you start questioning your own taste on account of the critics. I found them eroding my confidence in my own taste. But I can't say that I have ever lost any money on account of a critic.

My trouble is I'm too idealistic. But I've got to remember that there wouldn't be cheap fare unless it had an audience. Uplifting taste is a long, laborious process.

Who's to blame? That's a good question. There are maybe 60, or 70 people who can properly be called leaders in television. They lose out because of competition which does not share their sense of responsibility. A lot of ad-men just plain don't give a damn.

If I were to assert leadership and provide the best possible programming, I would, first of all, ignore the critics. As a sponsor I would try to establish the closest possible confidence between myself and the advertising men. The critics are of no help whatsoever.



'Quite frankly, I'd say that the influence  
of the critic—when it is felt—  
is invariably bad for television.'



NEW HAVEN MAYOR Richard C. Lee (center) explains to civic leaders from Albany, N. Y., huge slum clearance and urban renewal projects that were sparked by vigorous editorials on WAVZ. Daniel W. Kops, WAVZ, pres., and co-chairman NAB editorializing committee, is at top left

#### **PART IV—RADIO'S BIG NEW BURST OF CREATIVITY**

## **Radio editorials gain in power**

➤ More and more stations taking vigorous stands as radio's new 'creative revolution' builds momentum

➤ Crusades for huge variety of community projects give medium edge over newspapers in many markets

**A**s radio's furious "battle of ideas" rages at the grass-roots level, a potent new weapon—unheard of and unlawful as recently as 1918—is providing dramatic and increasingly exciting evidence of the medium's vitality.

This is station editorializing, the vigorous speaking out on local problems and controversial issues by individual station management in specially prepared and broadcast editorials.

Until 1919, when the FCC reversed

its famous "Mayflower ruling," radio men were prevented from publicly taking sides on most community affairs. Unlike newspaper editors they were shackled to a position of theoretical neutrality.

But during the past 10 years since the lifting of the ban, the amount, degree, and quality of editorializing has been rising rapidly, and among radio men today there isn't a single aspect of programing that is being

more enthusiastically discussed.

According to recent surveys, it is estimated that 40% to 60% of the country's stations are now broadcasting at least occasional editorial, and that between 8% and 10% are editorializing regularly.

Moreover, there is evidence that these ratios have begun increasing sharply during the past year, as stations in their fierce competitive struggles to establish distinctive local personalities and community importance, have turned to editorial treatments.

The range, power, creativeness, and effectiveness of radio station editors would amaze anyone who has not been following this grass-roots development.

In New Haven, Conn., where WAVZ owners Daniel W. Kops and

Victor W. Knauth were among the first broadcasters to exercise the editorializing right, the station was credited by many with having "rebuilt the city."

In 1949 Kops went on the air with editorials broadcast six times daily that criticized the community's do-nothing attitude about its slums. For four years, in the face of an established political machine and against the opposition of both New Haven newspapers, Kops battled for a city government that would take positive action.

Once his own mayoralty candidate had been elected, Kops turned his editorials to specific problems and applied radio techniques to dramatize needs. One series of editorials, for example, brought about the construction of a 300-family housing project, previously stymied for over a year for lack of a site. The only available one owned by the city was a municipal pig farm which received benefits from local garbage collections. When political red tape held up its use, Kops ran voices of people who needed housing, followed by the question, "Let's see who are the occupants of this much needed land?" This was followed by the squealing and grunting of pigs, recorded by the station on the spot.

Such tactics, and they were continuous, imaginative, and forceful, sparked the entire New Haven slum clearance program, regarded by many civic leaders as one of the most advanced in the country.

In 1957, Kops and Knauth bought WTRY, in the Albany-Troy-Schenectady area, and recently have been conducting similar urban redevelopment crusades in upstate New York.

The list of other effective radio editorializers is an almost endless one as is the list of the causes they have espoused.

In a recent week, for instance, Ben Strouse, president WWDC, Washington, recorded the broadcast editorials on these subjects: counterfeit drugs, the hospital ship S. S. Hope, the religious issue in the campaign, voter registration, unfair treatment of unwed mothers, and Virginia's vanishing shoreline.

In Boston this past summer radio listeners heard WEEI commenting

tartly on the "Name Game" (the rush of many with the Kennedy surname to try to cash in on the Senator's nomination) as well as a strong series of pleas by WBZ for increasing the salary level of Boston's superintendent of schools.

In Houston, Detective J. B. Savelle was shot in the arm while on duty. Complications set in and his arm had to be amputated. Because the opera-

tion was performed by a private doctor in a private hospital, the City Legal Department refused to pay the bill.

Into the breach stepped station KXYZ with a fiery editorial demanding justice. Within a day, the Houston City Council voted to amend the city code so that Savelle's case and all similar future cases would be prop-

(Please turn to page 52)



**DRIVE ON RACKETS** in Philadelphia, conducted by WIBG and Better Business Bureau. Above, recording capsule programs, William Peterson, executive director of the Bureau, Norman T. Hayes, Bureau president, and Fred de Slooverem, WIBG News. Broadcasts give details on current rackets and unscrupulous persons

## RADIO'S BURST OF CREATIVITY

**THIS** is the fourth in a series of SPONSOR articles dealing with the amazing, but little-known, "battle of ideas" at radio's grassroots level that is fast making it America's most creative medium

**PART I** (issue of 5 Sept.) detailed the reasons behind radio's new creative revolution, why it's happening and what it means

**PART II** (issue of 12 Sept.) explained how stations, in fierce competitive fight, are creating many new public service features.

**PART III** (issue of 19 Sept.) gave examples of the new music and talk program formats which are emerging in radio's "battle of ideas"

**PART IV** (this issue) discusses editorializing, the vigorous treatment of local issues that is giving radio new stature and vitality.

▼ New Nielsen tv-magazine audience measure to show duplication between media

▼ The media service to hit market next February after 2,500 homes national survey

**L**ast week, the A. C. Nielsen Co. made public the announcement that it had taken a giant step forward in multi-media appraisal. According to Nielsen, its newest research implement—the Nielsen Media Service—will measure magazines and tv audiences in the same national panel to report on the total audience, as well as overlap reached by the advertiser using both media.

The amount of audience data available for media researchers is enough to stun the uninitiated, but the lack of data on overlapping audiences among media has long plagued ad researchers.

While not touted as a complete yardstick for tv-magazine comparison, NMS data, say Nielsen people, will give advertisers something more tangible, and a little bit better to go on in making advertising decisions.

The first syndicated service of its kind, the Nielsen Media Service is scheduled to hit the market sometime next February.

It will be costly.

What will the subscriber get for his money? First, a yearly report on the total audiences of 12 major consumer magazines; second, complete Nielsen Television Index data; and third, special reports on the total and duplicate audience reached by magazine and tv combinations.

Those already subscribing to the Nielsen Television Index service, need only to add the magazine measure to avail themselves of the complete service:

Some 2,500 homes will be visited to gather information to arrive at the magazine audience (the number of



**BUSINESS AS USUAL** went on at Exchange National Bank of Tampa, who brought in tv cameras during office hours, taped one commercial a minute, wrapped up eight in eight hours

## BANK USES MOBILE TAPE TO SOLVE AD PROBLEM

**T**he common problem among banks of attracting new customers found a simple, highly successful solution when Exchange National Bank of Tampa went to work on it.

Selection of television as the advertising medium came naturally—once Exchange executives realized it was easier to bring the bank to the people than vice-versa. The next step, however, which method to employ for its spots, came more slowly, but considerable discussion with Exchange's advertising agency and the production staff at WFLA-TV provided the answer: mobile video tape, because of (1) its immediacy value, and (2) the advantage of having the cameras on-scene during banking hours, when activity was at a peak.

Eight one-minute commercials, each devoted to one banking service, were scheduled for taping over a period of eight hours. This meant completing roughly one commercial per hour—a tight shooting schedule to be sure.

Exchange discovered, not an im-

Using three cameras, two on the main floor, (one in Savings, the other in the checking-teller lobby), a third one the second floor in the personal loan department for the first five commercials, in bookkeeping for the last three, WFLA-TV worked out the following schedule:

7:45 a.m. Video tape mobile unit and engineers arrive at bank and set up equipment.

9 a.m. Commercial No. 1—general spot covering full-service banking.

10 a.m. Commercial No. 2—spot on automatic banking.

11 a.m. Commercial No. 3—checking accounts.

12 a.m. Relief period.

1 p.m. Commercial No. 4—personal attention given by bank officials.

2 p.m. Commercial No. 5—personal loans.

3 p.m. Commercial No. 6—savings accounts.

4 p.m. Commercial No. 7—spot showing easy-to-understand statements.

(Please turn to page 61)

# TO GIVE TV-MAGAZINE DATA

homes and adults reporting having read the average issue of the magazine). Each adult, 18 years and over, in the respective homes visited, will be interviewed individually. The consumer magazines which will be covered in the research are: *American Weekly*; *Better Homes and Gardens*; *Good Housekeeping*; *Ladies Home Journal*; *Life*; *Look*; *McCall's*; *Parade*; *Reader's Digest*; *Saturday Evening Post*; *This Week*; and *True Story*.

The homes selected for the personal interview test are also homes already equipped with Nielsen's Audilog-Recordimeter system, for television audience measure.

A far cry from the first accepted magazine measuring procedure—a system which required two full surveys—one before circulation and another after circulation of the magazine, the method Nielsen is using is relatively simple, although it took the publishing industry many years to develop.

The personal-interview-interest technique goes like this: The person interviewed is shown an identifying logo of each of the 12 magazines—one at a time, in random sequence. Next, the respondent is asked whether he has looked into any issue of the magazine during the past six months, either at home, or away from home. This is the "screening" question to focus on the magazines that might have been read.

Step two of the procedure deals with "magazines looked into during the past six months" after identification is established. First, a recent issue (stripped to 12 major editorial features) is spread for examination. Next, the respondent is asked whether or not particular articles "look interesting." A response is obtained on each item. Last, after the issue is leafed through, the respondent is asked to state whether he definitely read the issue.

The results of the magazine audience measure added to the tv audience measure will enable the advertiser,



HENRY A. RAHMEL, A. C. Nielsen executive vice president and broadcast director-manager, below, tackles the problem faced by advertising companies in comparing two different media. Rahmel's comparison of apples and oranges is likened to the media differences, which, for the first time, have been measured and compared by Nielsen.

## ON APPLES AND ORANGES

**A**re they different? Certainly!

*But both are eaten and enjoyed by many.*

*Few would deny that magazines are read or that tv is watched. And most advertising people agree that both sell. Further, to belabor the obvious—people use magazines and radio and tv in different ways. For example:*

*Tv and radio are concurrent-with-broadcast activities, whereas a print vehicle may be read one or more times in the course of hours, days, weeks and months. . . .*

*The foregoing is not to bespeak pro or con regarding any specific advertising medium. Rather, they are facts of life. Since various media innately possess their own characteristics—and people behave differently with respect to them—the so-called apples and oranges aspects are really a consequence of inherent differences. And, of course, advertisers and agencies have right-along been making their appraisals and decisions accordingly.*

*Lack of the single perfect yardstick which considers all media qualities does not defeat the merit of considering, and compositing the reach and frequency of advertising media in terms of their listening-, reading-, or viewing-audience.*

*This is now being done by advertising people to the extent that information permits. The Nielsen Media Service is a new tool to further these ends.*

## NIELSEN'S RECORDIMETER CHECKS TV DIARY



**NIELSEN'S AUDIOLOG-RECORDIMETER** technique (Recordimeter shown here) has been in use since 1954. Placed with the Audilog on each tv set in the sample home, the Recordimeter clocks hours of tv set usage for verification of the completeness of diary entries. About 2,200 of the NMS area probability sample of 2,500 homes own tv and are equipped with Audilog-Recordimeters. In this same 2,500-home sample, every adult, over 18 years of age, will be interviewed personally. The magazine audience measure, coupled with the television data will provide information on the reach, duplication of tv and magazines in combination.

whose budget permits the use of two or three national media to select the best media combinations for reaching the consumer. In the past, tv and radio audience data gave only partial measure.

For the heavy advertiser, those who invest in several national media, NMS, according to a Nielsen spokesman, will offer the opportunity to obtain the desired spread of reach and frequency among those families and individuals who are prime advertising targets.

Speaking before an audience of representatives of the press last week, D. B. Lucas, head of the marketing department at New York University, praised Nielsen's new measurement device. In his talk, he reviewed the history of magazine audience techniques.

A former technical director of the Advertising Research Foundation, and one of the original audience reach and magazine researchers, Lucas hailed the Nielsen innovation as an economical and meaningful measurement to supplement current audience research tools.

He said, "Now we

come to the combination of audience data for both major media: two major media which are so often combined in the schedules of national advertisers. This is a gigantic project requiring research competence across both fields. It is fortunate that the survey methods have been worked out and widely accepted in both fields, so that they can now be integrated in one broad operation designed to supply independent survey findings to the industry."

He added "Advertising men who have been trying to put together such unlike pieces as magazine copies and

television program audiences will be able to combine the more similar data on issue audiences and combinations with program audiences, both individual and accumulated."

In conclusion, Lucas remarked, "This technique interest has not grown up without gaining an equal interest in advertising media planning and in the design of data which will lead to a totally new concept for the assembly of media schedules. I must admit that I feel a great deal of enthusiasm in stepping over the threshold of a new era of media data which should play a major part in our objective of increased efficiency and economy for the advertising business."

Though it is too early to judge general industry reaction, among the advertisers and agencies who have signed are Chrysler, Maxon, JWT, Westinghouse, and Life.

At the press conference unveiling the new service in New York, Henry Rahmel, executive vice president and broadcast division manager, indicated that the firm hopes to extend the list of magazines covered by the new service. ▀

**NIELSEN'S** new media service being explained here by Chat Shaw, the company's executive vice president of sales service, will give subscribers combination data of two media: tv and magazine audiences



# Season opens with many new laughs

✓ All three networks reveal a trend toward comedy, with mystery shows taking second place

With all the fall schedules in from the three networks, unfolding the entire Fall season's schedule, the unusual trend is toward comedy shows. For the first time in many years, the television audience will pack away their gun and holster and enjoy a season of laughter through the winter months. But, although not many

new westerns have been introduced, the old favorites in addition to the few news ones will keep the westerners glued to the television screen. The total number of new comedies released this season is 14 as compared to 6 westerns. The comedy figure includes cartoons which number few.

Many new mystery and drama

shows have also been scheduled for the new season, with a total of 10, followed by 9 adventure shows. Audience participation, panel and sports took a small share, introducing a total of only 3 new shows.

The list directly below covers all specials by network, cost, sponsor, agency and scheduled date. At the bottom of the page is the average costs of network shows by type, which is 10 percent higher than last year for hour-long shows with little rise in half-hour shows.

## SPECIALS SCHEDULED DURING FOUR WEEKS ENDING 23 OCTOBER

PROGRAM (NETWORK)*	COST	SPONSOR, AGENCY, DATE
<i>All Star Circus (N)</i>	\$285,000	Timex, Doner Co., 10/21.
<i>Fred Astaire (N)</i>	350,000	Chrysler, Burnett, 9/28.
<i>Bell &amp; Howell Closeup (A)</i>	20,000	Bell & Howell, McCann-E., 9/27, 10/13.
<i>Bell Telephone Hour (N)</i>	285,000	AT&T, N. W. Ayer, 9/30, 10/14.
<i>Victor Borge (A)</i>	275,000	Pontiac, MacManus, J. & A., 10/6.
<i>Bing Crosby (A)</i>	300,000	Oldsmobile, Brother, 10/5.
<i>Bob Hope (N)</i>	320,000	Buick, McCann-Erickson, 10/3, 10/22.
<i>Hour of Great Mysteries (N)</i>	110,000	Dow Chemical, MacManus, J. & A., 9/27, 10/18.
<i>Donald O'Connor (N)</i>	250,000	Brewers Foundation, JWT, 10/11.
<i>Our American Heritage (N)</i>	230,000	Equitable, FC&B, 10/21.
<i>Pre-World Series (A)</i>	3,000	Union Carbide, Esty, 10/14.
<i>World Series (N)</i>	3,600,000††	Gen. Motors Corp., McCann-E.; Gillette, Maxon; 10/5-10/10.

††This is a package price and includes time, rights, production and cable costs.

## 1. NETWORKS TV PROGRAM COSTS

### AVERAGE COSTS† OF NETWORK SPONSORED PROGRAMS

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Half-hour western		Half-hour comedy*		Hour adventure		Hour mystery	
\$40,500	14	\$38,250	24	\$90,714	7	\$88,900	10
Hour western		Half-hour anthology drama		Half-hour aud. part.**		Hour variety	
\$87,750	8	\$42,357	7	\$33,000	9	\$128,250	6

†Average estimated total "list price" for 52-week buy. \*Includes cartoon series. \*\*Includes panel, interview and game shows.

# NIGHTTIME

# COMPARA

	SUNDAY			MONDAY			TUESDAY			
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
6:00		FYI sust	Meet The Press Manhattan Shirts (Daniel & Charles) I-L \$6,500	John Daly News sust.			John Daly News sust.			John Daly sust.
6:30		Twentieth Century Prudential T-R-McC D-F \$35,000	People Are Funny Squibbs (Donahue & Coe)	Great Debate (9:26; 9:30-10:30) sust.	D Edwards Amer Home (Rates) N-L \$8,500	News Texaco (C&W) N-L \$6,500	Pre-World Series Show (10/4; 7:30-8:30) ●	No net service D. Edwards Am. Home (Rates) Schlitz N-L \$9,000	News Texaco (C&W) N-L \$8,500	
7:00	Walt Disney Presents G. Mills (DFS) Ludens (Mathes) Derby (McC-E) Brillo (JWT) A-F \$94,000	Lassie Campbell Soup (BRDO) A-F \$37,000	Shirley Temple (7-8) RUA (JWT) B-Nut Life Savers (Y&R) Se-F \$70,000	No net service D Edwards Amer Home (repeat feed)	No net service	News Texaco (repeat feed)	Expedition Ralston (GB&B) \$000	No net service D Edwards Am. Home alt Schlitz (repeat feed)	News Texaco (repeat feed)	
7:30	Maverick (7:30-8:30) Gaiser Co (Y&R) Cricket (Y&R) Nozema (SSCB) W-F \$82,000	Dennis The Menace Kellogg (Burnett) Best Foods (GB&B) Se-F \$36,000	Shirley Temple	Cheyenne (7:30-8:30) Ralston (Gard.) Peter Paul (DFS) Bris-Myers (OBM) Union Car. (Estyl) W-F \$62,000	Charlie Farrell Show Am. Home (Bates) Se-F \$18,000 To Tell The Truth (10:26-8)	Riverboat (7:30-8:30) Gold Seal (Camp. Math.) DuPont (BBDO) Block (SSCB) A-F \$75,000	TBA	No net service	Laramie (7:30-8:30) Colgate (Rates) Brn. & Wmsn. (KM&J) Dow (MacM, J&A) W-F \$95,000	Hong K (7:30-8:30) Kaiser (Y&R) Armour (Y&R) Scripto (D) A-F \$100,000
8:00	Maverick Reynolds (Estyl) Armour (FC&R) Union Carbide (Estyl) Derby (McC-E)	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	National Velvet Refall (BBDO) Gen Mills (BRDO) A-F \$37,000	Cheyenne R. J. Reynolds (Estyl) P&G (B&B)	Pete and Gladys Goodyear (L...) Carnation (EWRR) Se-F \$37,000	Riverboat (7:30-8:30) P&G (B&B) War-Lam (Bates) Nor. Phar. (B&B) R. J. Reynolds (Estyl); Stude. (D'Arcy)	The Rifleman P&G (B&B) W-F \$40,000	Father Knows Best Scott (JWT) Bris-Myers (Y&R) Kellogg (Burnett) Se-F \$34,000	Laramie B-Nut Life Savers (Y&R); Pitt. Plate Glass (BBDO); Pres- tone (Mathes); Pan Amer. Coffee (BRDO)	Hong K Derby (McC-E) Ritchie (B)
8:30	Law Man H. J. Reynolds (Estyl) Whitehall (Rates) W-F \$41,000	Ed Sullivan	Tab Hunter P. Lorillard (L&N) West- clok (BRDO) Dr-F \$39,000	Surside 6 (8:30-9:30) Bro & Wmsn (Bates) Pontiac (MacM&A) A-F \$30,000		Wells Fargo Amer Tobacco W-F \$47,000 Bob Hope	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Phibb Morris (Burnett) Se-F \$37,000	Alfred Hitchcock Ford (JWT) My-F \$65,000	Ozzie & N Kodak (J) Se-F \$
9:00	The Rebel Union Carbide (Estyl) P&G (Y&R) W-F \$42,500	G. E. Theatre Gen Electric (RRDO) Dr-F \$51,000	The Chevy Show (10-2-8) (9-10) Chevrolet (Camp-E) V-L \$120,000	Surside 6 (Cluett Peabody (L&N) Whitehall (Bates) V-L \$42,000	Celebrity Talent Scouts Gen Foods (B&B) V-L \$42,000	Klondike R. J. Reynolds (Estyl) A-F \$36,000	Stagecoach West (9-10) C. Mtrs. (C-E) B & W (Estyl) Miles (Wade) Ralston (Gardner) W-F \$33,000	Tom Ewell Quaker Oats (L...) P&G (B&B) Se-F \$38,000	Thriller (9-10) All State (Burn- nett); Glenbrook (DFS); Am. Tobacco (SSCB); Dupont (BBDO) W-F \$45,000	Hawaiian tv 30-10 Carter (B) Whitehall (Bates) My-F \$
9:30	The Islanders (9:30-10:30) L&M (McC-E) J. B. Wms (Parkson) War-Lam. (Bates)	Jack Benny Lever (JWT) State Farm ( ) V-L \$80,500	The Chevy Show	Adv. In Paradise (9:30-10:30) Dow (MacM&A) DuPont (BRDO) Whitehall (Bates) Nozema (SSCB) A-F \$110,000	Spike Jones Show Gen Foods (B&B) Mu-L \$47,500	Dante A. Culver (Wade) Singer (Y&R) My-F \$37,000	Stagecoach West Gen. Fds (OBM) Bell & Howell Closeup (9/27; 9-10) ●	Red Skelton Show (9/20) Pet Milk (Gardner) alt S. C. Johnson (NL&B) Se-F \$14,000	Thriller B-Nut Life Savers (Y&B)	Hawaiian Am. Ch (Bates) Har Blue (K&E) Oldsmo (Brother)
10:00	The Islanders United Mtrs (Camp, E)	Candid Camera Lever (JWT) Bristol-Myers (Y&R) AuP L \$34,000	Loretta Young Toni (North) alt Warner Lam (Lam & Foxley) Dr-F \$49,500	Adv. In Paradise L&M (McC-E) J. B. Williams (Parkson) Burlington Mills (Donahue & Coe)	New Comedy Showcase (L 9/19) Lorillard (L&N) alt Gen. Foods (Y&R) Se-F \$18,000	Barbara Stanwyck Theatre A. Culver (Wade) Amer. Gas Co. (L&N) Dr-F \$41,000	Alcoa Presents Alcoa (F&B) Dr-F \$36,000	Garry Moore Show Plymouth ( ) S. C. Johnson (NL&B) Polaroid (DDB) My-F \$40,000	NBC Specials (10-11) Various sponsors \$000	Naked C (10-12; 10-13) Bris. My (OBM); B (Wmsn. B) Dupont (B) Dow (MacM) My-F \$
10:30	Walter Winchell Show Hazel Br-hop Ray Spectro P-A \$42,000	What's My Line Kellogg (Burnett) Sunbeam (Perrin Paus) Q-L \$32,000	Life This Is Your Block (Grey) AuP L \$73,000	Peter Gunn Bristol-Myers (JCSS); R. J. Reynolds (Estyl) My-F \$39,000	June Allyson DuPont (BBDO) Dr-F \$44,000 Presidential Countdown (8/12-10/31) Westinghouse (Ketchum-MacL)	Jackpot Bowling Bayuk (Werman & Schorr) Brunswick-Balke (McC-E)	No Net Service	Garry Moore Show	NBC Specials	Naked C Sunbeam (P) Shawyer Bing Cro (10/5; 10-10)

\* per segment. Prices do not include sustaining, participat-  
ing, or other charges. Costs refer to average show costs including  
agency commission. They are gross (include 15% agency commission).

They do not include commercials or time charges. This chart covers period  
29 Aug.-25 Sept. Program types are indicated as follows: (A) Adventure,  
(Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
5	NBC		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
			John Daly News sust			John Daly News sust					
			Great Debate (10/13; 7:30-8:30) sust	D Edwards Phillip Morris (Burnett) alt Schlitz ( ) N-L \$9,500**		Great Debate (10/7; 7:30-8:30) sust	D Edwards Parliament (B&B) alt Amer. Home (Bates) N-L \$9,500**		Campaign Roundup (10/1; 7:30-8) (10/8; 8-8:30) (10/15; 7-7:30) sust		
wards (Bates) r (DFS) \$9,500**	News Texaco (C&W) N-L \$8,500**			No net service			No net service	No net service			
service	News Texaco (repeat feed)		D Edwards Phillip Morris (repeat feed)			D Edwards Parliament alt Amer. Home (repeat feed)		News Texaco (repeat feed)			
uanauts (8:30; Burnett) (L&N) (L&N) (8:30) (B&B) \$87,000	Wagon Train (7:30-8:30) Ford (JWT) W-F \$88,000	Guestward Ho! Ra'ston (GB&B, Gardner) 7-Up (JWT) Sc-F \$38,000	The Witness (7:30-8:30; R. J. Reynolds (Esty) H. Curtis Esquire Schick Dr-F \$78,000	The Outlaws (9/29 S; 7:30- 8:30); Gold Sea (Ayer); Brn. & Wmsn. (K. M&J) Dupont (BBDO) Ford (JWT) W-F \$88,000	Matty's Funday Funnies Mattel (Carson Roberts) Sc-F \$10,000	Rawhide (7:30-8:30) Van Camp (EWRB) Parliament (B&R) W-F \$80,000	Dan Raven (7:30-8:30) Brn. & Wmsn. (KM&J); B-Nut Life Sav. (Y&R) Dow (MJ&A) Prestone (Mathes) My-F \$79,000	The Roaring 20's (10/15 S; 7:30-8:30) Dupont (BBDO) Analist (Bates) Ritchie (K&E) Derby (Me-E) \$800	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) Gen. Foods (FC&B) DuPont (BBDO) Am. Tob. (BBDO) RCA (JWT) W-F \$78,000	
ae auts (Morse)	Wagon Train R J. Reynolds (Esty) Nat'l Bisc. (Mc-E) Sc-F \$40,000	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Sc-F \$40,000	The Witness	The Outlaws B-Nut Life Savers (Y&R); War-Lam (L&F); Colgate (Bates); Stude. (BBDO); Pan Amer. Coffee (Camp. Mith.)	Harrigan & Son (10/7 S) Reynolds (Frank) CC-F \$39,000	Rawhide Nabisco (Me-E)	Dan Raven Mentholatum (JWT) Studebaker (D'Arcy) (10/21; 7:30-8:30) ●	The Roaring 20's	Perry Mason Sterling (DFB)	Bonanza sust open	
Dead live! (...) Wmsn. (es) \$39,000	Price Is Right Lever (OBM) alt Spidel (NC&K) Q-L \$22,500	The Real McCoys P&G (Compton) Sc-F \$41,000	Bat Masterson (9/29 S) Sealtest (Ayer) Hills Bros. (Ayer) W-F \$39,000	Flintstones Miles (Wade) alt R J. Reynolds (Esty) CC \$44,000		The Lone Westerner War-Lam. (L&F) B-Nut Life savers (Y&R) W-F \$36,000	Leave It To Beaver Ralston (Gardner, QB&B) GE (Grey) Sc-F \$30,000	Checkmate 8:30-9:30 Brn. & Wmsn. (Bates) Lever (K&E) Kimberly Clark (FCB) My-F \$80,000	Tall Man R. J. Reynolds (Esty); B-Nut Life Savers (Y&R) W-F \$36,000		
Nonaire (Bates) (...) Sewing (Y&B) \$42,000	Perry Como Kraft (JWT) V-L \$125,000	My Three Sons Chevrolet (C-E) Sc-F \$49,500	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Sc-F \$38,000	77 Sunset Strip (9-10) Am Chico (Bates) My-F \$85,000		Bell Telephone Hour (9-10) AT&T (NW Ayer) V-L \$175,000	Lawrence Welk (9-10) Dodge (Grant) J. B. Williams (Parkson) Mu-L \$45,000		The Deputy Kellogg (Burnett) alt Gen Cigar (Y&R) Polaroid (DD&B) W-F \$39,000 B. Hope (10/22; 8:30-9:30) ●		
Steel Hr (10-11) Steel (10) \$80,000	Perry Como	Untouchables (9:30-10:30) Armour (FCB) L&M (Mc-E) Whitcomb (Bates) Union Carbide (Esty) My-F \$90,000	Tennessee Ernie Ford Show Ford (JWT) V-L \$45,000	77 Sunset Strip H Ritchie (K&E) R. J. Reynolds (Esty) Whitehall (Bates)	Mr. Garland Plymouth (Ayer) L&M (DFS) A-F \$37,000	Bell Telephone Hour	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$10,000	Project 20 (9:30-10:30) sust The Nation's Future (11/12 S)		
	Peter Loves Mary P&G (B&B) Sc-F \$38,000	Untouchables Ritchie (K&E) Victor Borge (10/6; 9:30-10:30) ●	Person to Person (9/29 S)	Groucho Marx Lorillard (L&N) Toni (North) AuP-L \$53,000	Robert Taylor in The Detectives P&G (R&R) My-F \$45,000	Twilight Zone Gen Food (Y&R) Kimberly-Clark (FCB) A-F \$36,000	Michael Shane (10-11) Oldsmobile (Brother) Pitt. Plate Glass (BBDO) Dupont (BBDO) My-F \$78,000	Fight of the Week Gillette (Maxon) Miles (Wade) Sp-L \$45,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$42,000	Project 20	
theatre (10-11) ongs (10) \$80,000	No net service Fred Astaire (9/28; 10-11) ●	Silents Please sust Bell & Howell Closeup (10/13; 10:30-11) Campgn Roundup (10/20; 10:30-11) sust	June Allyson (9/29 S) Dupont (BBDO) Dr-F \$44,000	No Net Service	Law & Mr. Jones (10/7 S) P&G (B&B) A-F \$41,000 Great Debate (10/21; 10-11) sust	Eyewitness to History (9/30 S) Firestone (C-E) P.A \$23,000	Michael Shane B-Nut Life Savers (Y&B) All Star Circus	No net service	Man From Interpole Sterling (DFS) A-F \$25,000		

Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc., (Mu) Music, (My) Mystery, (N) News, (Q) Quiz Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats

L preceding date means last date on air. S following date means starting date for new show or sponsor in time slot.



*ballet*


Over 67 billion dollars in retail sales! That's the amount forfeited last year alone, in the top 15 markets, by advertisers asleep at the switch in buying habits caused by the ever-increasing expansion of the suburban and "extra-urban" areas. (Since 1950, suburban retail sales in the top 15 markets have zoomed 93%, while urban sales grew only 22%.)

To reach this wide-awake market, you need spot television. Because only spot television lets you select just the markets you want, and provides the unbeatable advantages of television's sight, sound and motion to sell the entire area—with equal impact.

Don't you miss out! Our new "Telemarketing" study will give you the eye-opening facts on where money is being spent today and the first authoritative preview (prepared by Market Statistics, Inc.) of where it will be spent in 1965. For your copy, call PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

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Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTW Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence, WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network



**"Does he  
know  
what he's  
missing?"**



DAYTIME

# COMPAN

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
10:00		Lamp Unto My Feet sust	World Series (10/3-10/11; 12:15, 1:15- 4:00)		December Bride sust	Dough Re Mi sust		December Bride sust	Dough Re Mi Proctor Silex (9/13 S) sust alt sust	
10:15										
10:30		Look Up & Live sust			Video Village sust	Play Your Hunch Brn. & Wman. alt Whitehall Colgate		Video Village sust	Play-Hunch Colgate alt Hartz Sterling alt Colgate	
10:45										
11:00		UN in Action sust		Day in Court (10/10 S) Dow, S. C. Johnson, Ponds, J&J	I Love Lucy sust	Price Is Right sust Sterling alt Whitehall	Day in Court (10/11 S) Dow, Ponds, S.C. Johnson, J&J	I Love Lucy sust	Price Is Right sust Mentholatum (10/4 S) alt sust	Day in Co (10/12 S) Dow, Ponds, S. Johnson, J&J
11:15										
11:30		Camera Three sust		Love That Bob (10/10 S) Dow, S. C. Johnson, Ponds, Miles, J&J, L. Esther	Clear Horizon sust	Concentration Culver alt Lever Mennen alt Lever	Love That Bob (10/11 S) Dow, Ponds, S. C. Johnson, Miles, J&J, Lady Esther	Clear Horizon sust Scott alt sust	Concentration Frigidaire A. Culver alt Leeming	Love That B (10/12 S) S. Johnson, D. Ponds, Miles, Lady Esth
11:45										
12N	Matty's Funday Funnies Mattel			Restless Gun Dow Maxwell House The Texan (10/10 S)	Love of Life sust Amer Home Prod alt sust	Truth or Consequences Miles P&G	Restless Gun Armour, Dow S. C. Johnson The Texan (10/11 S)	Love of Life sust Amer Home	Truth or Consequences Nabisco alt sust Culver alt sust	Restless G Lever, J&J Ponds, D. The Texa (10/12 S)
12:15										
12:30	Rocky & Friends Gen. Mills, Amer. Chicle, Peter Paul			Queen-Day Hartz, Gen. Mills, Ex-Lax, J&J, Staley, Borden, Lever	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Culver alt sust P&G alt Mentholatum (10/3 S)	Queen-Day Hartz, Ponds, Hills, B-out, Nozema, Mio.- Maid	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt sust P&G (10/4 S) alt sust	Queen-Da S-Nut, Gen. Lever, A. Cul Ponds, Sterli
12:45										
1:00										
1:15				About Faces Ponds, Dow Whitehall	News (1-1:05) sust No net service	No net service	About Faces Ponds, Dow Lever, S. C. Johnson	News (1-1:05) sust No net service	No net service	About Fac S. C. John Lever, Ponds Maxwell Hou Dow
1:30	College News Conference sust	Pro-Football (Partic.) (1:45- concl.) 9/25 S	Frontiers of Faith sust		World Turns P&G Nabisco alt H. Curtis	No net service		World Turns P&G Sterling alt sust	No net service	
1:45										
2:00	Championship Bridge No. Amer. Van Lines, Shwadyer	Pro-Football	Pro-Football (2-concl.) Natl. Brewing, 1/2 regional; Genessee, 1/2 reg.	Day in Court Ponds, Sterling, L. Esther, Toni, S. C. Johnson, Reynolds, Miles	Full Circle sust	Jan Murray Show sust	Day in Court Toni, J&J, Monarch, Lady Esther, S.C. John, S-Nut, O. London	Full Circle sust	Jan Murray Show sust	Day in Cou Ex-Lax, Ponds Whitehall, To
2:15										
2:30	Amer. Football League Gen. Clear, Colgate, Schlek, Carlings	Pro-Football		Gale Storm Ponds, Sterling, Beech-Nut S. C. Johnson Dow	Art Linkletter Lever J. B. Williams Van Camp	Loretta Young sust P&G	Gale Storm Sterling, Ponds, Dow, Lever Road to Reality (10/11 S)	Art Linkletter alt Scott, J. B. Williams Kallorg	Loretta Young sust Gold Seal alt Toni (10/11 S)	Gale Storm Lever, J&J S. C. John, L. Esther, B. Road to Real (10/12 S)
2:45										
3:00	Amer. Football Pels, Renault Sinclair, Pabst	Pro-Football		Beat The Clock Armour, Ex-Lax, S. C. Johnson Dow, Ponds	Millionaire sust	Young Dr. Malone Leeming alt Gold Seal P&G	Beat The Clock Lever, J&J, Beech-Nut Lady Esther, S. C. Johnson	Millionaire sust	Young Dr. Malone Chemstrand Sterling alt P&G	Beat The Clo J&J, Armou Staley, Beech-N S. C. John Dow-Corning
3:15										
3:30	Amer. Football	Pro-Football		Who You Trust? Lever, Armour Ex-Lax, J&J, S.C. John., L. Esther, Toni, Melmac	Verdict Is Yours sust Amer Home alt sust	Frem These Roots sust	Who You Trust? Ex-Lax, Ponds Whitehall, Coty Dow-Corning	Verdict Is Yours Armstrong alt sust Scott	Frem These Roots sust	Who You Tru Beech-Nut, G Ponds, Ex-Lax, J Toni, Lady Esth Lever, Min. Ma
3:45										
4:00	Amer. Football	Pro Football		American Bandstand Gen. Mills, Lever Polk Miller, Western Tablet	Brighter Day sust Secret Storm Amer Home Prod	Make Room For Daddy (10/4 S) sust	American Bandstand Welch, Lever, Gen. Mills	Brighter Day sust Secret Storm Gen Mills alt Scott	Make Room For Daddy sust	Amer. Band Beech-Nut, To Armour, Polli
4:15										
4:30	Amer. Football			Amer. Band. Armour	Edge of Night P&G H. Curtis alt sust	Here's Hollywood sust	Amer. Band. Toni, Hollywood Candy, Northam War.	Edge of Night P&G Sterling alt R. T. French	Here's Hollywood sust	Amer. Band Gen. Mills Hollywood Can Vick Chambe
4:45										
5:00	Matty's Funday Funnies Mattel			American Bandstand ad-up			American Bandstand ad-up			American Bandstand ad-up
5:15										
5:30	Rocky & Friends Gen. Mills, Amer. Chicle Peter Paul	College Bowl (10/2 S) GE	Cher Huntley Reporting Amer. Photo. Copy Equip., Keimper Ins. Co.	Rin Tin Tin Gen Mills Road to Reality (10/10 S)			Rocky & His Friends Gen Mills			Captain Gallan Gen. Mills mer, Home Fo Cracker Jack
5:45										

HOW TO USE SPONSOR'S  
NETWORK TELEVISION  
GRAPH

The network schedule on this and preceding pages (42, 43) includes regularly scheduled programming from 26 Sept. to 23 Oct., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-

WEDNESDAY		THURSDAY		FRIDAY		SATURDAY				
S	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Bride	Dough Re Mi sust		December Bride sust	Dough Re Mi Gold Seal alt sust Nabisco alt sust		December Bride Kodak alt sust sust	Dough Re Mi sust	Heckle & Jeckle sust		Shari Lewis (10/1 S) Natt. Biscuit
Village	Play-Hunch Coty alt G. Mills (10/5 S) Colgate		Video Village sust	Play Your Hunch Colgate Mills alt Heinz		Video Village Kodak alt sust sust	Play-Hunch Colgate alt Mills (9/30 S) Colgate alt Mentoratum	Mighty Mouse sust Colgate alt sust		Ruff & Reddy sust Gen Foods King Leonard & Short Subjects
Lucy alt	Price Is Right Frigidaire alt Sterling Heinz alt Culver	Day in Court (10/13 S) Dow, Ponds, S. C. Johnson, J&J	I Love Lucy sust U. S. Steel alt sust	Price Is Right Chemstrand alt Lever Miles, Leeming	Day in Court (10/14 S) S. C. Johnson, Dow, Ponds, J&J	I Love Lucy Best Fds alt sust Gerber alt Kodak	Price Is Right Lever alt sust Culver alt sust			Fury Miles
Horizon	Concentration Miles alt Gen. Mills (9/28 S) Nabisco alt Proctor-Sillex	Love That Bob (10/13 S) Dow, Ponds, S. C. Johnson, Miles, J&J, Lady Esther	Clear Horizon sust	Concentration G. Mills (10/6 S) alt Lever Heinz alt Whitman	Love That Bob (10/14 S) S. C. Johnson, Dow, Ponds, J&J Lady Esther	Clear Horizon Eastman Kodak alt sust	Concentration Miles alt Lever Lever alt Hirn & Wman	I Love Lucy sust		Lone Ranger Gen. Mills, B-Nut Life Savers
Life	Truth or Consequences Heinz P&G (10/5 S) sust	Restless Gun Ponds, S. C. John- son, Cracker Jack The Texan (10/12 S)	Love of Life Drackett alt sust Amer Home	Truth or Consequences Hartz alt sust P&G	Restless Gun Lever, Ponds Min. Maid Crackerjack Miles, B-Nut	Love of Life sust Best Foods alt R. T. French	Truth or Consequences Frig. alt sust P&G alt Whitehall	Lunch With Soupy Sales Gen. Foods	Sky King Nabisco	My True Story sust Sterling Drug
For ow	Could Be You Whitehall alt Thos. Leeming (10/5 S)	Queen-Day Hartz, Sterling Tonl, Armour, BonAmi, Min. Maid, Ponds	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G	Queen-Day Gen Fds, B-Nut Armour, Coty Tonl, J&J, Dow Ponds	Search for Tomorrow P&G Guiding Light P&G	Could Be You Frigidaire alt sust P&G	Saturday News sust		Detective Diary Sterling Drug sust
ust ervice	No net service	About Faces Dow, Ponds S. C. Johnson Lever, Beech-Nut	News (1-1:05) sust No net service	No net service	About Faces S. C. Johnson Lever, Armour Ponds, Sterling Dow, Peter Paul	News (1-1:05) sust No net service	No net service	No net service		Mr. Wizard sust
urns P ling	No net service		As the World Turns P&G Pillsbury	No net service		World Turns Best Foods Carnation alt R. T. French	No net service			
cle	Jan Murray Show sust	Day in Court Gen. Fds., Lever J&J, Coty, B- Nut, Sterling, S. C. Johnson	Full Circle sust	Jan Murray Show Proctor-Sillex, alt sust alt alt Heinz	Day in Court Lever, Armour Min. Maid, Tonl B-Nut, Ex-Lax, J&J, Johnson	Full Circle sust	Jan Murray Show Nabisco alt sust Culver alt Block	College Football Time Union Carbide Willard Storage Battera	Baseball Game of Week Falstaff, Colgate, Gen Mills, SP, L&S 20,000,000 Sponsors TBA	NBA Basketball (10/15 S) Sponsors TBA
etter ron er	Loretta Young Nestle alt Chemstrand Frigidaire alt Knox Gelatin	Gale Storm Staley, Lever, J&J, S. C. John- son, Dow Road to Reality	Art Linkletter Lever alt Drackett Pillsbury	Loretta Young Nestle alt P&G Heinz alt P&G	Gale Storm J&J, S. C. John- son, Armour, Dow Road to Reality (10/11 S)	Art Linkletter Lever Bro Bauer & Black alt Armstrong	Loretta Young sust alt G. Mills P&G alt O. Mills (9/30S)	NCAA Football Gillette, Humble Oil, L&M Competition Mtrs.	Baseball State Farm Ins.	
illfire Cats	Young Dr. Malone Plough, G. Mills (10/5 S) Heinz, Plough	Beat The Clock Lady Esther, Knapp Monarch, Dow, Old London Peter Paul	Millionaire sust Drackett alt sust	Young Dr. Malone Miles alt Culver P&G alt Gen. Mills (9/29 S)	Beat The Clock Beech-Nut, Lever Armour, White- hall, Dow Reynolds	Millionaire sust Gerber alt sust	Young Dr. Malone Coty alt Mennen Sterling alt Nabisco	NCAA Football		
ich/Yours	From These Roots alt Toni sust	Who You Trust? Ponds, Gen. Fds. Lever, B-Nut, Reynolds, Armour G. C. Johnson	Verdict Is Yours Sterling alt Lever sust	From These Roots Leeming alt sust Heinz alt sust	Who You Trust? Reynolds, Staley, S. C. Johnson Whitehall, B-Nut Ponds, Old London	Verdict Is Yours Quaker Oats alt sust Lever	From These Roots Gold Seal alt sust Culver alt sust	NCAA Football		
gh Day ing ref orm	Make Room For Daddy Heinz (10/5 S) alt sust	Amer. Band. Lever, Gen Mills B-Nut, Welch Armour, Holly- wood, Knapp	Brighter Day Drackett alt sust Secret Storm Amer Home	Make Room For Daddy Mills (9/28 S)	Amer. Band. Welch, Gen. Mills, Lever, Tonl, Proctor	Brighter Day Best Foods Secret Storm Amer Home Prod alt R. T. French	Make Room For Daddy Proctor-Sillex Plough (10/14 S) sust			
ght Pa alt	Here's Hollywood Hartz alt sust	Amer. Band. Northam-War- en., Tonl, Posi- tan	Edge of Night P&G Pillsbury	Here's Hollywood sust alt P. Sillex	Amer. Band. Armour, Alberto Culver, West- ern Tablet	Edge of Night alt sust Amer Home Sterling	Here's Hollywood sust	College Football Scoreboard Gen. Mills Bristol Myers		
		American Bandstand 90-92			American Bandstand 90-92			All Star Golf Reynolds Metals		Captain Gallant (10/15 S) Gen. Mills B-Nut Life Savers
		Rocky and His Friends Gen Mills			Rin Tin Tin Gen Mills					Saturday Prom (10/15 S) B-Nut Life Savers

\*These are package prices and include time, talent, production and cable costs.

led programs appearing during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News*

*Special*, CBS, Sunday, 11-11:15 p.m.; *Today*, NBC, 7-9 a.m., Monday-Friday, participating; *News* CBS, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All time periods are Daylight Saving.

# How can radio/tv attract your

**First in a series in Sponsor Asks, to be run from time to time, covering industries which do not generally use radio tv for advertising**

**Allen D. Sirotto, president Hyal Corp., New York, manufacturers of Paulino, Chestnut Hill, and Harburt fashions**

After spending all my business life in fashion, I have one singular conclusion: Four basic elements are needed to sell fashion to the women of America. These are style, name, price, and color. When these four elements are present, a fashion can



*Fashion selling requires striking images; more color tv would interest us*

be merchandised to the stores, and more importantly, through the stores to the consumer. Let us take a brief look at each of these elements.

**Style:** this means an up-to-date awareness of the existing vogue—or more importantly, helping to create that vogue.

**Name:** In all products, establishing a "brand name" is important to pre-selling the consumer.

**Price:** Fashion has a definitely stratified price structure and it is important to concentrate merchandising and styling effort within that price structure.

**Color:** Fashion is color. As much as it is inspiration and design.

Naturally, two elements—name and price—can be featured in radio advertising. The increasing "brand image" consciousness among women makes radio, with its high degree of repetition, an attractive advertising medium. Three elements, name and price and style, can be featured in television advertising. However, the most important element of color is

missing in television and naturally in radio. Color is purely visual and cannot be described. The pattern must be seen, the print must be seen, to make the entire fashion meaningful.

It is precisely for this reason that our companies have not yet done intensive broadcast advertising. We are consciously aware of the enormous value of radio and television, but insist that our fashion advertising contain all four elements.

When the television industry has color programming and color spot time available in sufficient quantities, and at attractive rates, I am sure the fashion industry will then be committed to advertising on television.

**M. N. Rubinstein, general sales manager, Equitable Paper Bag Co., New York**

This is a question we have pondered at great length at Equitable, since we are always searching for new promotional means to increase our business. Our past and current advertising efforts have been confined to print because, as yet, we are unable to find any advertising advantage to broadcasting.

If I were able to create ideal situations that would prove broadcasting attractive to our industry in general and to Equitable in particular, I would set up the following situations:

1. Closed circuit events appealing to specific industries. In radio this may take the form of a 15-minute



*More tie-ins with consumer advertisers selling the value of the protective package*

"closed circuit" broadcast directed to all grocery operators (here I use closed circuit to indicate the program would be of interest to no one but grocery store operations—rather

than the accepted concept of closed circuit). This would be information of business news value and would provide an atmosphere for our advertising.

2. A television closed circuit involving specific industries, e.g. showing mechanical advances that have proved profitable to companies and may be adapted by others. Again we have an atmosphere into which packaging may place its message.

3. Create an increasing consciousness of the value of packaging among advertisers in radio and television. This may be done by a packaging award to be judged by members of the broadcast profession.

It may be suggested that there be an industry-wide advertising campaign for packaging. However, this does not take into consideration some practical aspects of packaging. In our business, each company has a specialty that should be the focal point of advertising. For example, we have specific bag constructions, exclusive printing processes, particularized service, etc. This would make unreasonable any participation in an industry endeavor.

When the broadcasting industry does come up with ideas to make radio and television attractive to the packaging industry, I am sure broadcasting will find a vast new field of business.

**Alec Hurn, president, Temco Corp., New York, direct mail specialties**

With printing the second largest industry in New York City, it seems to me that this is a vital question for broadcasters. As a member of a firm serving the promotional needs of this city I would be highly interested to see the type of programming that might grow from an imaginative look by broadcasters into the fruitful field of printing.

Everybody knows that Gutenberg invented the printing press, but very

# industry?

few seem to know the excitement of modern printing developments, the huge presses churning out with speed and rhythm words that are going to appeal to all the human emotions. Here is a subject with the wide dramatic appeal of *Medic* or an equally fascinating documentary. And the art work that has been produced for our commercial presses is frequently on the highest level of visual craftsmanship. This, too, could be assembled into a presentation that would hold public interest and find support in the printing industry. Even a cursory look into our industry will open up programing vistas that will awaken



*Broadcast reps should meet with printing industry's promotion-minded associations*

printers to the potentials of a greater use of radio and television.

And I haven't yet mentioned the mammoth paper industry which, as the wedded spouse of printing, certainly deserves a place here. From the paper mills, scattered all over the country, would probably come the largest sponsor of any programing effort toward acquainting the public with these allied industries.

To bring these generalized suggestions to concrete application, it would seem to me that a representative of broadcasting should meet with a committee of our promotion-minded Mail Advertisers Service Association for a working out of the potentials from all points of view. And it seems to me that the potentials are enormous. The two industries of broadcasting and printing actually have a lot in common. Both are serving the public through the eye and ear. Certainly, they have a mutual stake in reaching an even wider public through an exploitation of both media. ▀



## You've Got to Head for the Finish Line to be in the Money !

Your campaign will finish in the money if you start by buying broadcast **IN Lexington**. In all the world, only **Lexington** broadcasters effectively influence the \$445,793,000 retail purchases made by 559,200 people in the growing 30-county Lexington trading area. Get your share of \$657,165,000 consumer spendable income by buying broadcast **IN Lexington** . . . Don't head the wrong direction in planning your next campaign.

## You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market



FROM THE FABULOUS FIVE IN LEXINGTON  
**WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV**

CHANNEL 9

WTVM

COLUMBUS, GA.

● **A Great New Market!**

82% unduplicated audience on the only primary ABC station between Atlanta and the Gulf!

● **Top ABC Programs!**

Shows like Maverick, Cheyenne, The Real McCoys, Sunset Strip, Hong Kong, Lawrence Welk, and The Untouchables.

● **The Best of NBC**

Programs like Wagon Train, The Price Is Right, and the Huntley-Brinkley News . . . plus top syndicated programs.

CHANNEL 9



COLUMBUS, GA.

Call the man from  
YOUNG TV!



Ask about  
availabilities on  
WTVC CH. 9  
Chattanooga, Tenn.

The #1 night-time  
station in  
Chattanooga!

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Pillsbury Co.**, Minneapolis: Schedules for its mixes begin in October in about 200 markets. Placements are 52 weeks using day and night minutes and chainbreaks. Agency: Leo Burnett Co., Chicago.

**Colgate-Palmolive Co.**, New York: Palmolive Soap buy starts early October and runs until the end of the year. Fifteen-20 markets get schedules of day and night minutes. Buyer: Frank Nolan. Agency: Ted Bates & Co., New York.

**National Sugar Refining Co.**, New York: Going into 20-25 markets in October with campaign for Jack Frost sugar. Day and late-night I.D. schedules are for four weeks using five to 15 spots per week per market. Buyer: Jim Stack. Agency: Young & Rubicam, New York.

**Colgate-Palmolive Co.**, New York: New season's schedules kick off 3 October for 52 weeks for Ajax. Light frequencies of fringe minutes are being used, in about 35 markets. Buyer: Nick Imbornone. Agency: McCann-Erickson, New York.

**Mars, Inc.**, Chicago: Planning campaign for its candy bars (Three Musketeers, Milky Way, Snickers, and others) to start in October. Kid show minutes and 20's and some other daytime spots will be scheduled for about eight weeks in 10-15 markets. Buyer: Don DeCarlo. Agency: Needham, Louis & Brorby, Inc., Chicago.

### RADIO BUYS

**E. I. Du Pont De Nemours & Co.**, Wilmington: Four-week campaign starts 6 October to promote Du Pont's Fabrilite fabric. Day minutes are being bought in about 25 top markets. Buyer: Bob Syers. Agency: BBDO, New York.

**Nestle Co., Inc.**, White Plains, N. Y.: Still adding markets to its current list on Nescafe Instant Coffee. New schedules start 10 October and run until the end of the year, traffic minutes mostly. Buyer: Phil McGibbon. Agency: Wm. Esty Co., New York.

**Maltex Co.**, Hartford: Schedules in New York and New England markets begin 10 October for Maltex cereal. Day minutes to reach the housewife are being placed for eight weeks. Buyer: Elizabeth Griffith. Agency: Fletcher, Richards, Calkins & Holden, Inc., New York.

**Greyhound Corp.**, Chicago: Runs start late this month in western markets to promote fall touring. Traffic schedules of 20's and 30's are for three weeks. Buyer: Herb Werman. Agency: Grey Adv. Agency, New York.

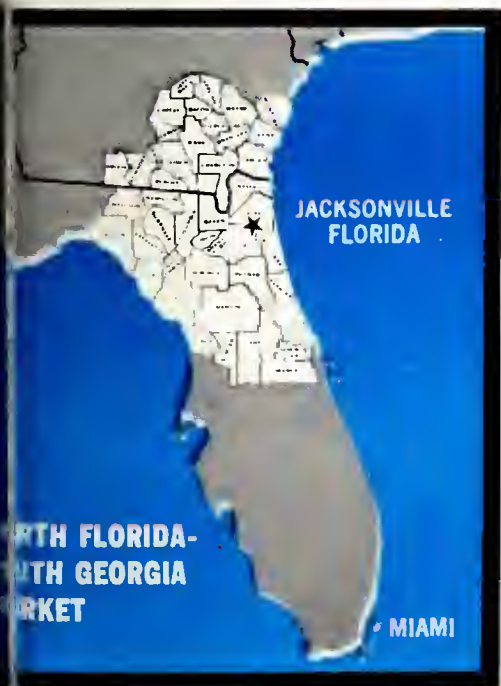
**V. La Rosa & Sons, Inc.**, Brooklyn, N. Y.: New campaign for its macaroni products begins 1 October in 20-25 markets. Day and traffic minute schedules, frequencies as high as 50 per week in some markets, are for nine weeks. Buyer: Len Soglio. Agency: Hicks & Griest, Inc., New York.



# WFGA-TV IS THE STAR OF THE SHOW IN JACKSONVILLE!

*3-year-old station becomes  
a top performer  
with a smashing 49%  
share of audience*

Every new survey shows WFGA-TV is the station to watch in Jacksonville. The latest Nielsen, for instance, shows WFGA-TV with a 49% metro share-of-audience 9 a.m. to midnight, Sunday through Saturday. Contact your PGW Colonel for the complete details of WFGA-TV's coverage of the rich North Florida-South Georgia Market.



# WFGA-TV

JACKSONVILLE



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ  
WLUG-TV  
WFGA-TV  
(Allstate)

SPOT  
AND  
SPONSOR  
HAVE  
A LOT  
IN COMMON  
AND  
SIX  
OUT OF  
TEN  
COPIES OF  
SPONSOR  
GO TO  
AGENCIES  
AND  
ADVERTISERS

## RADIO EDITORIALS

(Continued from page 37)

erly taken care of.

In Los Angeles, KCBS, in an editorial on the "City Hall Riots," was called for more realism about "the enemy that seeks to destroy us," while in New York, her sister o&o WCBS, fought for a reform in the system of choosing city and county judges.

During the past year, Gustav Brandborg, v.p. and general manager, KVOO, Tulsa, has editorialized on such themes as the Finch Trial, the Eisenhower trip to Japan, the lack of enforcement of a city ordinance against allowing dogs to run loose, the illegal placing of political posters on public property, and Tulsa's proposed new Civic Center.

Because of the snowballing interest in editorializing, nearly every leading station group has made important new studies or policy statements on the subject during the past year. Westinghouse, long committed to the editorializing principle, is pushing its program vigorously. CBS has laid down editorializing rules and guidelines for its o&o's. NBC, long a hold-out against editorials is completing a new study on the subject, and there are rumors that it may shortly reverse its policy for its own o&o's.

Meanwhile in Washington, the NAB last week announced four new projects, each designed to "assist and encourage" broadcasters to editorialize. These will include compilations of case histories of editorial accomplishments by stations, dissemination of information on problems encountered in editorializing, updating of the NAB publication "Editorializing On the Air" to provide examples of techniques, and special station mailings.

At the present time, broadcasters differ widely on just how editorializing should be attempted and what rules should be followed. Many stations, for example, limit editorials to 60 seconds or less, whereas CBS believes that "only rarely should an editorial be less than five minutes long." Opinions vary too, on whether editorials should be repeated, like saturation spots, several times a day.

But to any one interested in the vitality of radio, the most exciting thing about this new development is the very fact that it is taking place. "Editorializing is raising radio's stature," say most industry observers. ▀

# WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY  
CBS RADIO SPOT SALES

the *Plus* of adults



Adults control 98% of U. S. income.\* WBT  
has a higher percentage of adult listeners  
than any other Charlotte radio station.\*\*

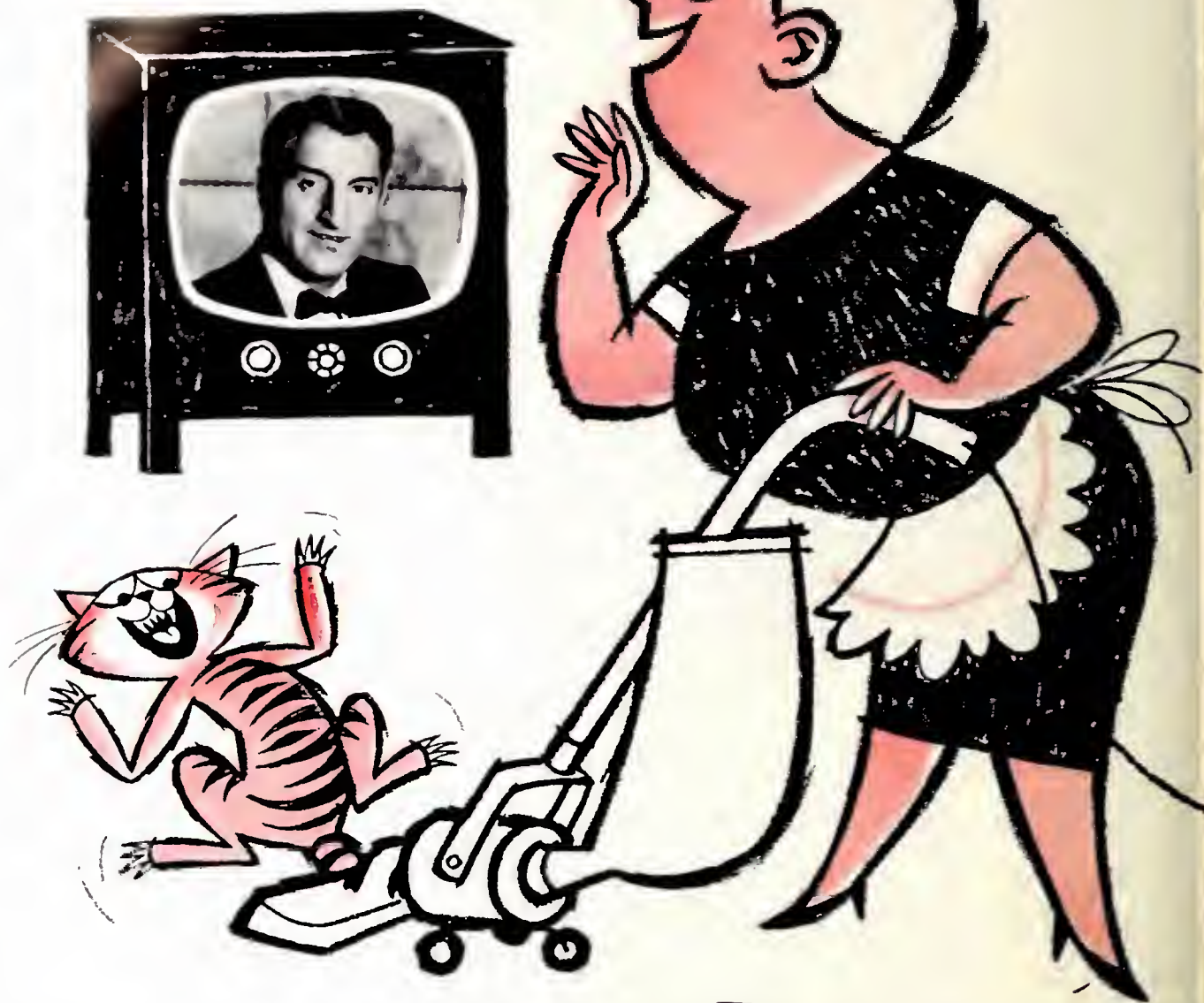
\* U.S. Dept. of Commerce

\*\* N.S.I., 1958

## WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

It's a habit...



## watching KMJ-TV in FRESNO (California)

Of the nearly 200,000 TV homes in the KMJ-TV viewing area (100,000 in Fresno's metropolitan area) the majority of dials are likely to be set on Channel 24 at any given time, as witness:

- the highest percentage of women viewers daytime and nighttime (Mon-Fri) are on KMJ-TV;

- KMJ-TV is FIRST in the daytime hours (Mon-Fri) in 95 quarter-hour periods, the other two local stations trailing with 55 and 40;
- KMJ-TV is FIRST in Share of Audience, Sign-on to midnight (Mon-Fri).

Source: ARB, March 1960



THE KATZ AGENCY, NATIONAL REPRESENTATIVE

# WASHINGTON WEEK

26 SEPTEMBER 1960

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PUBLICATIONS INC.

The FCC clipped a half-hour from network option time, with the action however, overshadowed by the voting: three commissioners—Ford, Hyde and Bartley—voted to declare the practice a per se violation of antitrust laws.

Option time is on the brink of a precipice. As in the Perils of Pauline, the naming of a commissioner to take the Doerfer seat for a full term may bring rescue in the nick of time. Just as likely, the new commissioner may represent the vote which kills the whole thing.

The fate of interim commissioner King means nothing in this connection. King provided the fourth vote which saved option time for the present. But his reasons were not reassuring. He said specifically that as a new member he didn't feel he should pass on the legalities but should merely choose between cutting a half hour from option time or leaving it where it is.

Technically, this was the only proposition before the FCC. Rulemaking begun when Doerfer was still chairman had declared the practice "reasonably necessary" to successful operation of networks. That phrase is important, because all hands admit option time is a restraint of trade and under the antitrust laws restraints of trade are legal when "reasonably necessary."

King—the fourth vote for either side—could go either way if the next president appoints him to fill a full term, or if his name is sent up for even the remaining months of the Doerfer term, which ends next 30 June.

On the other hand, if King is called back to the bench by a new president the man named in his place would be in a position to settle the issue between the anti-option-time commissioners already named and Cross, Craven and Lee.

Three commissioners held that elimination of option time would lead to "check-boarding" of clearance for web programs among affiliates, and consequent "erosion" of network service.

Three held that the dependence of stations on network programs is such that there would be adequate clearance without option time. They went on to argue that FCC approval for this closing off of prime time to competition would force the Commission toward stiffer and stiffer regulation.

Because of this forecast of things to come, steps actually taken by the Commission with respect to the practice were overshadowed.

Option time was cut from 3 to 2½ hours per broadcast-day segment.

"Straddle" programs were counted as entirely outside option time, giving stations greater freedom to reject them. This was adopted in place of the proposal to count straddle programs as entirely within option time.

Stations were given greater latitude in refusing web programs within option time. They can now substitute a program they consider of greater local or national "importance" instead of "outstanding" in the former rules.

Rights of stations to reject web programs already contracted for if they find them unsatisfactory or unsuitable is stated in so many words.

Finally, the present 56 days' notice by networks of calls on option time is changed to vary from 4 weeks to 17 weeks. Stations may have 17 weeks in the event the time is sold locally, but webs can call for the time in 4 weeks if the time is not locally sold. Radio option time was not affected by the new rules.

# FILM-SCOPE

26 SEPTEMBER 1960

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PUBLICATIONS INC.

The FCC's latest ruling on option time has the surprised syndicators rubbing their eyes with disbelief.

The almost too-good-to-be-true ruling would have all networks retreat from half-an-hour on every night, yielding a total of 21 half hours a week to station control in three-affiliate markets.

If so substantiated by the fine print, this FCC decision would result in nothing short of a major programing revolution.

To take effect in January 1961, the impact of the new ruling won't actually be fully felt until next September since there are always network casualties anyway beginning in January.

One of the main questions of interpretation is whether the networks would evacuate early periods or late slots; presumably 8 to 10:30 p.m. would still be kept intact.

Another question is how far the networks can use encouragement or pressure to get stations to volunteer periods under debate for network use.

As it opens the new time should prove a shot-in-the-arm to national spot programing which has been declining lately, except for children's shows.

It will also serve as a new temptation to smaller national advertisers who've been trickling into network participations lately.

The FCC ruling finds the syndicators themselves completely off balance: most have spent a year or more cutting inventories and clearing the shelves of existing production.

Those 21 new time periods should relieve the glut of off-network shows being kept in moth balls and also be of some incidental help in stimulating feature film sales.

The ruling is a syndicator's dream: it may mean a \$25 million production bonanza.

(For details of option time ruling see Washington Week.)

Competing dentifrices are jumping into syndication to offset the damage done to the sales of their brands by the ADA's endorsement of Crest.

Colgate, for example, was looking for time in 50 top markets for a new brand through McCann-Erickson, but now the time has been switched to support for Colgate itself; the show is Filmway's 21 Beacon Street in re-run.

NTA's coast-to-coast wanderings, which led them from New York to Los Angeles and now back to New York, have produced one tangible result: the solution to some long-range money problems.

The upshot of NTA's brief marriage with National Theaters, now ending, is this: it was able to transform some short-term, high-rate debts into long-range, low-rate ones, thanks to NT&T's \$13 million investment in NTA stock.

The tale is told along Madison Avenue that back in pre-NT&T days NTA was paying as much as 15 to 18 per cent interest to sharks on quick multi-million loans. NTA, hopefully, is now solvent enough to qualify for conventional financing.

In exchange for NT&T's investment, NTA moved its headquarters West as a hostage to hard money; now NTA has backtracked its command tent to New York.

If NTA lost prestige in the deal, at least it got \$13 million in financing, but how much value did NT&T get, insiders are asking, for its cash outlay?

National Theaters wanted to diversify into tv; it did not become a tv entrepreneur, but only a banking partner of NTA.

Station syndication is picking up again because the huge backlog of film is becoming digested.

That's the explanation of Screen Gems syndication v.p. Bob Seidelman, whose *Two Faces West* will start on 146 stations next month and whose *Manhunt* has been renewed already for a second year by 160 stations.

Multi-market sponsors of *Two Faces West* are: Drewrys, LaBatt's, Jax, Coors, Utica Club, R. J. Reynolds, Ford, P&R Macaroni, Standard Oil of Texas, Miles, Kroeger, and D-X Sunray.

In *Manhunt's* second year the multi-market buyers are: R. J. Reynolds, Ford, Jax, Ralston, L&M, Drewrys, Miles, Kroeger, Genessee, Schmidt, American Tobacco, Stag, and Amoco.

Neither Ziv-UA nor CNP has been able to keep up with its encouraging network sales pace of last year.

Although Ziv-UA's *Bat Masterson* is still going on NBC TV, the *Space* series and *Challenge* show, out of Ziv, have not been renewed and are now in syndication, and *Troubleshooters* and *Dennis O'Keefe* from UA also failed to secure network renewals.

Similarly, CNP's *Lawless Years* and *Philip Marlowe* were network casualties.

The two Ziv-UA re-runs, *Space* and *Challenge*, are already sold in 31 markets. (For details, see *FILM WRAP-UP*, p. 78.)

ABC Films will be represented in most of Europe by R. I. Films, Ltd. of London.

Their sales representative there is a division of Robin International and will handle dubbing into German, French, Spanish and Italian.

The programs will include those former ABC TV series and also all properties handled by ABC Films in domestic syndication.

Two more Ziv alumni moved into new sales manager's posts this week.

Alvin E. Unger left ITC to become domestic tv sales v.p. for UPA Pictures.

Replacing Unger at ITC is William Andrews as general syndication sales chief.

Incidentally, UPA's first syndicated entry under Saperstein's presidency, *Mister Magoo*, began business this week with a sale to KTTV, Los Angeles.

Lou Bunin, the only American producer at the Czech Karlovy Vary film festival this summer, won two honor awards for stop-motion.

One winner, *Mike the MagiCat*, is part of a series being readied for U. S. tv.

Commercials producers are again trying to break into program production as a way of spreading their standing overhead expenses.

Fred Niles in Chicago, for example, will produce *Bridge with the Masters*, an hour-long bridge contest packaged by Harlen Productions.

Filmsways recently jumped into program production with *Wilbur & Mr. Ed*, a comedy sold in national spot to Lark (D'Arcy); Transfilm's Wylde animation department is making *The Nutty Squirrels* for Flamingo, yet another Buckeye affiliate, and Robert Lawrence's animation unit is trying to break into programing with a children's series.

# SPONSOR HEARS

26 SEPTEMBER 1960

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SPONSOR  
PUBLICATIONS INC.

In a lot of quarters not only on Madison Avenue but in Hollywood it's been somewhat of a dejecting week.

The cause: the fairly consistent panning administered by the N.Y. newspaper critics to the initial convoy of the fall's new tv network shows.

Cracked one agency v.p.: "either the critics are stepping up their feud with tv or the programs are settling down early to normal mediocrity."

ARB has taken extra-precautions against anybody duplicating its coverage reports.

It's printing them on a species of blue paper that guards against Thermofaxing and photographing.

Red also has a role in ARB's current color spectrum: the tint is strictly facial and derives from a booboo discovered in these selfsame reports by subscribers.

In the Rochester section one station's transmitter is located an eighth of a mile east of the city and another three-fourths of a mile away, whereas all Rochester tv stations transmit from the same tower which is located within the city of Rochester.

Let it not be said that even in a small operation—like a grassroots station—that the upper-hand is kept in touch with what the lower-hand knows.

The saga, as related by a New York rep: In relaying the biggest order the station's had in 10 years, the rep, as requested by the agency, said a client v.p. would be visiting the station and asked that all courtesies be extended.

The reception which shook up the agency: the station's manager said he didn't think he had an order from this client and he certainly wasn't expecting him.

NBC TV sales has a new theory on the kind of specialist it takes to sell network in the present era: syndication salesmen.

The thesis: the network controls the lion's share of programing and hence what's needed are people who can sell programs and participations therein.

All of which suggests a continued pruning of that network's sales staff.

CBS TV's news department would rather forget all about those two political conventions, but NBC TV is apparently leaving no research stone unturned to rub in the humiliation.

NBC last week disseminated an analysis in depth done for it by the Home Testing Institute which, on the question of network liked best during these events, reported this breakdown: NBC, 67%; CBS, 24%; ABC, 9%.

If you're an oldtimer and inclined toward the sentimental, you'll probably feel a twinge about the ending of a couple of eras in both network air media this fall.

Like the vanishing of the Freeman Gosden and Charles Correll voices in Amos 'n' Andy, which got started in 1929 and the Ma Perkins soap, debuted December 1933.


Also the demise—from network tv, at least—of Howdy Doody, whose entry in 1947 codates the seven-inch set.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

 WESTINGHOUSE BROADCASTING COMPANY, INC. **WBZ** BOSTON + WBZA SPRINGFIELD   
REPRESENTED BY AM RADIO SALES

Look  
at  
Boston's  
new  
pulse  
!





FILM does the  
“impossible!”

PRODUCER: MPO VIDEOTRONICS, Inc.  
ADVERTISING AGENCY: Doyle Dane Bernbach, Inc.  
ADVERTISER: Dreyfus Corporation

That's how it happens that you and millions of other viewers can see (and remember)—the lion strolling Wall Street.

Same with so many other commercials, some rich with optical effects . . . others, live with animation! As a matter of fact, it's film that makes both high-polish commercials and animation possible . . . assures you of coverage and penetration world-over.

For more information, write  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N.Y.

East Coast Division  
342 Madison Avenue  
New York 17, N.Y.

Midwest Division  
130 East Randolph Drive  
Chicago 1, Ill.

West Coast Division  
6706 Sonto Monica Blvd.  
Hollywood 38, Calif.

or **W. J. German, Inc.**  
Agents for the sale and distribution  
of Eastman Professional Motion  
Picture Films, Fort Lee, N.J.,  
Chicago, Ill., Hollywood, Calif.



## SPOT RADIO STUDY

(Continued from page 33)

stance, to reach between 20-25% of homes in a market for one week, an advertiser may buy 80 rating points by using 34 spots on one station in any of the top five markets; 28 spots on a station in markets 6-12; 23 spots in markets 13-20 or 28 spots in markets 21-100.

A similar buy of 80 rating points, using three stations in a market would give the advertiser between 33-40% of homes, but with less frequency. The charts also give figures for the same campaigns on a 4-week basis, as well as similar figures for buys of 160 and 480 rating points in each market group.

PGW is planning group presentations before major agencies and advertisers following the completion of the entire report at the end of the month. Still to be compiled is similar information relating to three-hour time blocks, and audience composition.

The study was initiated in order to correct what PGW believes to be a "false image" of the medium on the part of non-radio advertisers. As Jack Thompson, vice president radio sales, and Lud Richards, director of sales development, told SPONSOR, "This image has been revealed during the course of many spot radio presentations from statements such as: 'spot radio is only a low reach medium'. . . so 85-90% of all homes listen to radio—it's too expensive for us to reach them . . . there are too many radio stations cutting up the total audience.'"

As PGW's vice president in charge of the radio division Robert H. Teter put it, "the study fills a basic need for our industry, since media can now estimate the cost and penetration of a spot radio campaign in much the same manner it has been able to do for tv and print."

The study was conducted by using markets where NSI reports are available. Stations with the highest average weekday ratings were selected within each market. A variety of schedules were hypothetically placed on a pre-determined basis using all day parts from Sunday to Saturday. The schedules were then tabulated in order to determine net unduplicated homes reached and the average number of times heard.

The charts point out that by buying a given number of rating points on a varied number of stations in any of the market groups, the advertiser will reach his desired percentage of homes.

To determine costs, the published minute rates less applicable discounts for fixed positions were used.

To sum up general agency feeling about the study, here's what Jonne Murphy, broadcast media supervisor, Lawrence C. Gumbinner, told SPONSOR: "A client once asked me how many spots per week were needed to do the job right. Each one of the industry leaders to whom I in turn posed this question replied, 'I don't know but if you find out, please let us in on it.' Now those planning budgets have a concrete guide to the total number of rating points needed per market per week to achieve a pre-determined percent of reach and frequency by use of spot radio. My hat's off to PGW research."

## MOBILE TAPE

(Continued from page 38)

4:30 p.m. Commercial No. 8—emphasis on experienced management.  
5 p.m. Break crew.

A second schedule for actors was drawn up, whereby bank personnel was alerted to be on hand only at the exact time of taping, thus avoiding extensive time away from the job.

Final preparation: behind-the-scenes staffers were selected for customer roles, which, incidentally, proved a feather in Exchange's cap by reducing talent costs.

The tape-truck which pulled up to Exchange National on shooting day contained a control panel with four tv screens—three, each registering one of the three cameras' pictures, and the fourth, a "central" monitor, which conveyed the picture that was being transcribed on tape. Two directors, one from the station, another from the agency, worked at the monitor-control board, selecting the best of the three pictures for taping.

Following taping, almost instantaneous playback, and bank approval, sound was wedded to picture—and the production was completed.

Seem involved? According to one bank spokesman. "It went off like a breeze, and all of us at Exchange are very grateful with the results."

# NEWS & IDEA WRAP-UP

IT'S CONVENTION NIGHT for KCMO-TV (Kansas City), whose presentation of CBS TV fall lineup joins station campaigners (l-r): Jim Walsh, news dept.; Ken Heady, dir. pgmg., pub. aff.; Joe Hartenbower, v.p.-gen. mgr.; with R. J. Hoyland, "Kansas City Star," radio/tv editor



CAPER CUTTING by Ed Bakey (l) and Chubby Jackson, WABC-TV personalities, took place at N.Y.'s Paramount Theatre in Special preview for children of station's new animated cartoons on 'Tommy Seven Show'



## ADVERTISERS

**Campaigns:** Chevrolet to debut three new shows on CBS and ABC in addition to resuming sponsorship of the *Chevy Show* in playing up its 1961 car models. 350 stations will bolster Chevy's radio network buys. They include 43 spots a week over NBC, 12 sponsored newscasts over CBS, and five over Keystone . . . **Pan-American Coffee Bureau's** (BB&O) latest consumer advertising campaign in the U.S. will include a first time flight in tv with spot schedules in the top 30 markets . . . **Holland House Cocktail Mixes** (Erwin Wasey R&R) went into tv with minute buys on WPIX, N.Y.C. . . . **General Mills Betty Crocker Cake Mixes** (BB&O) will introduce her new flavors via tv 10 October with *National Velvet* and *Wyatt Earp*.

**Executive personnel:** George Abrams to J. B. Williams as v.p. He's from Hudnut-DuBarry.

**QUITE A NUMBER!** Exchange (not girl) is listed in L.A. newspapers, in ad asking readers to phone in. Angelenos who do, hear recorded promotional message for KABC-TV's October-scheduled "Surfside 6"



## AGENCIES

An independent body to police advertising was strongly recommended by Donahue & Coe's executive committee head, Walter Weir, last week.

Weir's stand: increasing criticism would weaken the power of advertising.

**Admen on the move:** Brooks Elms to Robert C. Durham as executive v.p. and general manager . . . Eleanor Accles to Cunningham & Walsh as supervisor of media services . . . Doris Oliver to Grant, N.Y.C., as account executive, from Miami office, same company . . . Albert V. Lowe from Erwin Wasey R&R, to Grant, as international account supervisor . . . Robert Burmand from Grant's international division, Chicago, to same company, New York office, as international account executive . . . Stephan Salomites to OB&M as media research su-

pervisor . . . Cal J. McCarthy, Jr., to Wesley Associates as president, from FC&B . . . Howard A. Bradford to Ferguson-Miller Associates, Tulsa, as senior copy writer and radio-tv director . . . Willard Klose from Lennen & Newell, Chicago, to Campbell-Ewald, Detroit, as director of broadcast creative activities . . . Henry I. Sherry from Jones Frankel Co. to Edward H. Weiss, Chicago, as account executive.

**More admen on the move:** Bruce P. Andrews from K&E to Compton, Chicago, as account executive . . . John R. Coyne from FC&B to Compton, Chicago, as account executive . . . Frank J. Williams from C&W to Kenyon & Eckhardt, Boston, as account executive.

**Agency personnel moves:** Edna Erickson to director media and market analysis; Colleen Mattice, media director; Betty Rowley and Marilee White, media buyers; Betty Anderson, assistant buyer; Mary

Beth Thomson; all George H. Weber, Seattle.

**They were named v.p.'s:** Henry G. Millett and Robert L. Richards, Albert Frank-Guenther Law, Inc. . . . Gertrude Brooks, Paul Gioni, Otis Winegar, Stanley Baum, Dancer-Fitzgerald-Sample.

**New name:** Howard H. Hilton Advertising Agency, Inc., Tampa, formerly Hilton & Gray.

**Merger:** Ted Bates with Spitzer & Mills Ltd., Toronto.

**Agency appointments:** David G. Lyon, Westpoint, Conn., to Hincks Bros. (stock brokers), Roy Goff & Co. (dog food), and Farrell & Sons . . . BBD&O, Detroit, to Dodge dealers in San Francisco, Rochester, N.Y., and Utica, N.Y. . . . Erwin Wasey, R&R, Chicago, to United Equity Life Insurance Co., Chicago . . . W. S. Roberts, Philadelphia, to Miller North Broad Storage Co., Philadel-



**SILVER GAVEL**, American Bar Assn. awards go to Raymond Welpott (l), WRCA (Phila.) and Joseph Goodfellow (c), WRC-TV (Wash.) by John Randall, ABA pres. Stations were cited for law series

**BARREL OF PRIZES** awaited lucky California State fair visitor who found key to hidden treasure chest in XOA's (Sacramento) contest. Clues to hiding place were broadcast each day



**'PROFILE: PITTSBURGH,'** new public service feature, on WAMP, Pittsburgh, brings together on first program (standing l-r) James Bost, representing public; Ira Apple, moderator; Robert H. Klucher, district engr. for State Dept. of Highways; (seated l-r) Woodrow Rankin, traffic planning engr. for Pittsburgh; Levi Bird Duff, dir. Allegheny County Dept. of Works. Topic: 'Traffic, Transportation, and Tunnels'



*... a conservative, close-mouthed agency, but let me tell you'...*

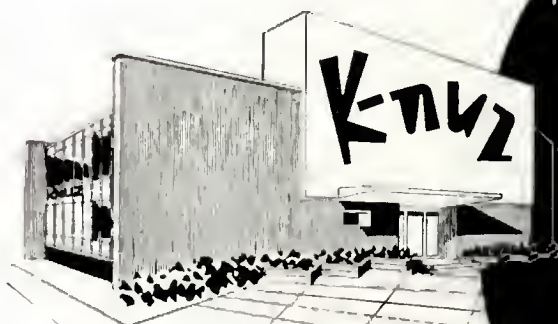


*Mona Lisa*  
LEONARDO DA VINCI (1452-1519) — Florentine School

**K-NUZ** is the No. 1\* **BUY**  
in **HOUSTON...**

**AT THE LOWEST COST PER THOUSAND!**

\*See Latest Surveys for Houston



**24-HOUR MUSIC AND NEWS**



**National Reps.:**  
**THE KATZ AGENCY,**  
**INC.**

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

**IN HOUSTON,**  
**CALL DAVE MORRIS**  
**Jackson 3-2581**

phia . . . Batz-Hodgson-Neuwoehner, St. Louis, to Colonial Baking Co., St. Louis . . . Wesley Associates to Frances Denney (cosmetics).

**New agency owner:** Donald J. Moore, purchaser of Dave Fris Advertising, Albany.

## TV STATIONS

In its brochure on population drift CBS Tv Spot Sales lists the areas that make up the city, suburban and extra-urban segments for each of the top 15 tele-markets.

These markets, as posted by the brochure: Baltimore, Boston, Buffalo, Chicago, Cleveland, Detroit, Houston, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Washington.

The brochure's title: *where's everybody going?*

**People on the move:** Ned Cramer to WCBS-TV, N.Y.C. as assistant director public affairs . . . Craig Israel to WKTV, Utica-Rome, N.Y., as publicity and promotion director . . . Richard Meeker, named national sales rep., Sylvia Wilder, sales traffic manager, and Jack Van Volkenburg, sales service manager, KNXT, Hollywood . . . Alex Dreier, WNBQ, Chicago newscaster, elected president Chicago Chapter, Academy TV Arts and Sciences . . . Asa Stallworth Jr. named national sales manager, WJBF, Augusta . . . Thomas J. Hennessy III to WJBF, Augusta, as station manager . . . Ken Parker to KTLA, Hollywood, as assistant publicity director . . . Lawrence E. Feeney from Texaco, Inc., N. Y. to WBZ-TV, Boston, as field sales coordinator . . . Donald W. O'Shea named sales account executive, WBZ-TV, Boston . . . Alex Runciman from KNXT, L. A. to KMOX-TV, St. Louis, as special public affairs project producer . . . Donn E. Winther from WFIL, Philadelphia, to WBZ-TV, Boston, as advertising and sales promotion manager.

**Thisa 'n' data:** WTRF-TV, Wheeling, W. Va. is distributing a color brochure among advertisers, agency men and the press, highlighting the beauties of the state . . . KEYC-TV,



***I'm sold on 7! \****



***\* Los Angeles***

***This woman is hard to sell. She controls the TV set as well as the purse strings. But KABC-TV more than meets her requirements with an imaginative lineup of adult daytime programs leading into A/C after dark. You can be sold on 7, too.***

...ained the For-  
ward radio stations.

WGN, Chicago, v.p. and  
...r Ward L. Quaal re-  
...Very Important Person  
Award for 1960 in recognition of his  
...tribution to Chicagoland and all  
areas served by the Chicago Tribune's  
radio and tv stations, through pro-  
gram in... exceptionally high quality  
and... rity... WFMV-TV, In-  
...ns, recipient of Indiana Heart  
Association award for station heart  
operation telecast *Heartbeat* and its

cooperation in conducting blood typ-  
ing of area broadcasting industry  
employees... WBAL-TV, Balti-  
more, National Sales Coordinator Ann  
Mar awarded first prize in Hot Shot  
Radio and Television Station Mer-  
chandising Contest from Simon &  
Gwynn, advertising agency.

#### Ideas at work:

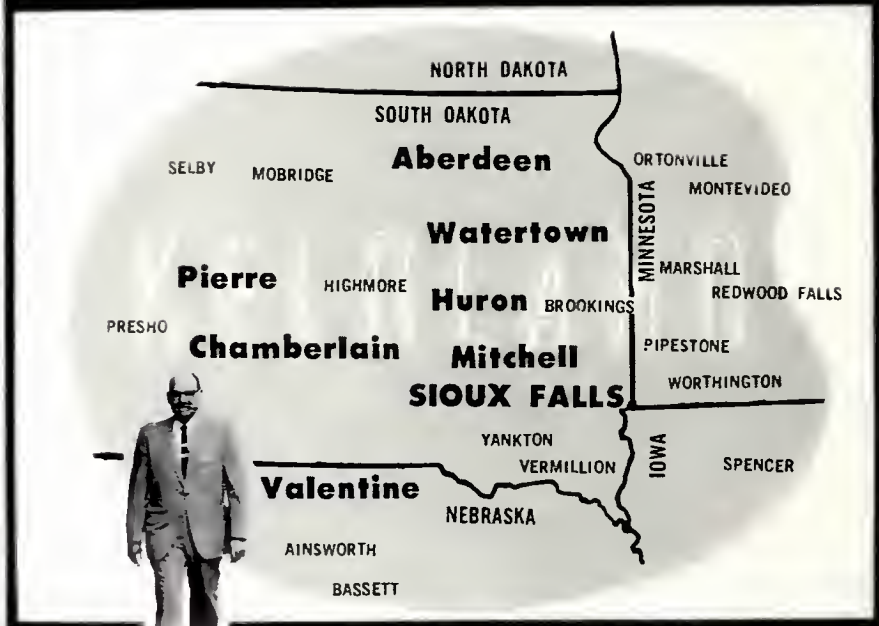
**Sneak preview—junior edition:**  
WJRT, Flint, Mich., kicked off its  
fall line-up of kid shows by treating  
the small fry to a mammoth two-and-  
a-half hour sneak preview of scheduled

children shows. The show was emceed  
by the station's Frank Cady who hosts  
WJRT's Mr. Magic.

**Bangtails, beauties, and booty:**  
WTRF-TV, Wheeling, W. Va. went  
all out for glamour in its special pro-  
motion of fall NBC shows. The focal  
point of the event was an NBC-Stars-  
view 7, night at the races. Starsview  
Starlets, local glamour girls, adorned  
themselves Hollywood style, and acted  
as hostesses throughout the festivities.  
More than 10,000 persons were at-  
tracted to the program during which  
a 1961 sports car was given away.

**Sports notes:** KTTV, L. A. to tele-  
cast 17 USC and UCLA football  
games; Orange County Open Golf  
Tournament; The Los Angeles Lakers-  
Boston Celtics basketball game; Jun-  
ior Rose Bowl Football Game; Los  
Angeles Open Golf Tournament;  
YORBA Linda Golf Tournament;  
USC-UCLA basketball; Mt. San An-  
tonio Relays; USC-UCLA baseball;  
USC-UCLA dual track meet; Com-  
pton Relays; Southern California  
Sports Car Sprint championships.  
Sponsors are: Morris Plan, Liggett &  
Myers, Plymouth and Colgate-Palm-

## only KELO-TV covers this 103-county market completely! simultaneously! no gaps!



KELO-LAND is a 73,496 square-mile market,  
charted by natural distribution flow of con-  
sumer goods. No piecemeal "package" of two  
or three unrelated stations can begin to cover it—not without leaving  
countless untold, unsold families. Only one television facility—KELO-TV  
SIOUX FALLS and its KELO-LAND booster hookups delivers the whole  
103-county spread to you—completely, simultaneously, no gaps!

**CBS • ABC**

265,490 tv households in 5 states:  
(South Dakota, Minnesota, Iowa,  
Nebraska, North Dakota).

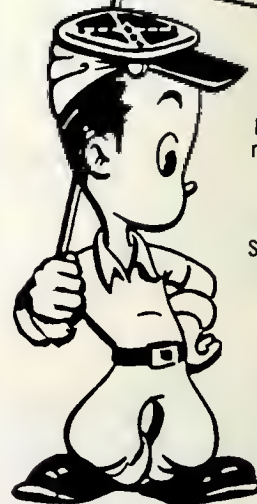


General Offices: KELO-LAND TELEVISION CENTER, SIOUX FALLS, S. D.

JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Bentson, Vice-Pres.

...ent d nat mally by H-R In Minneapolis by Wayne Evans & Associates

### ANOTHER WRBL-TV EXCLUSIVE IN GEORGIA'S SECOND MARKET

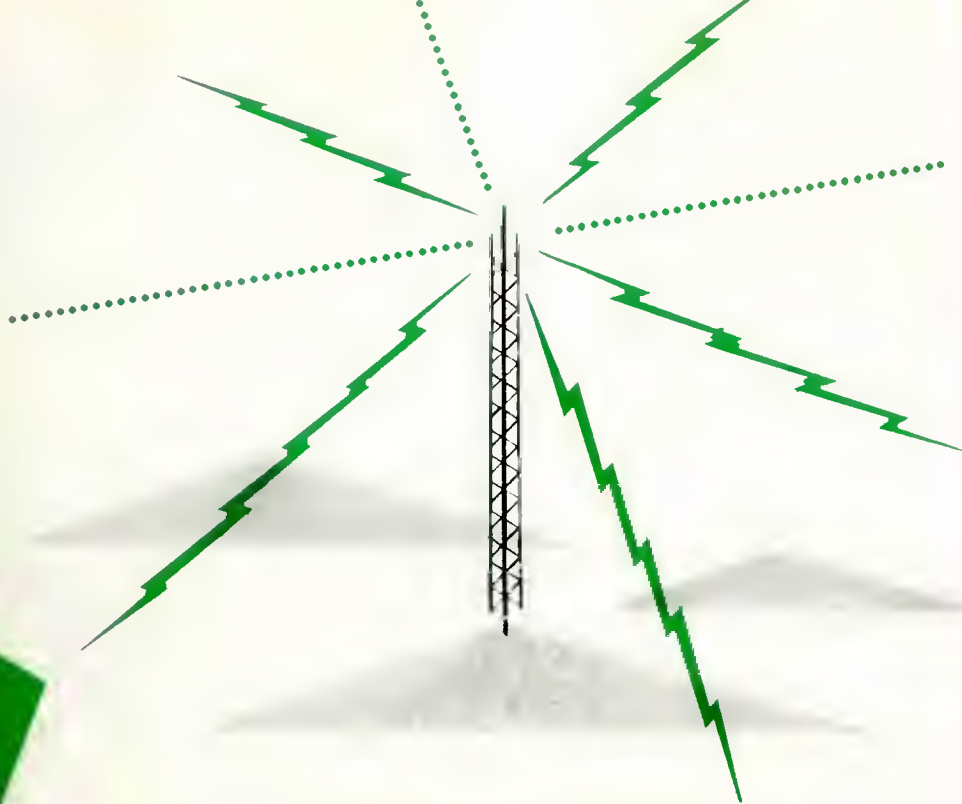


★  
Now available for  
replay of National  
spot tapes.

★  
Studio and remote  
multicamera  
facilities.

★  
Call your  
Hollingbery man  
for details and  
rates.

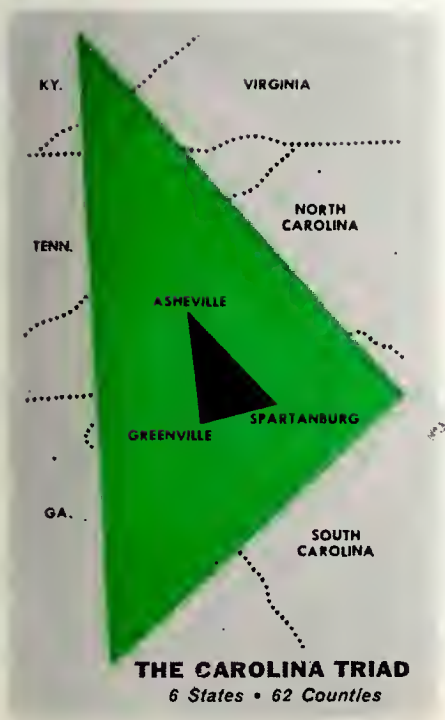
COLUMBUS, GEORGIA  
**WRBL-TV** Channel... **3**



# WLOS-TV has the Carolina Triad in its power!


**WLOS-TV IS *FIRST* FROM  
9 A.M. TO MIDNIGHT!**

All day, all night, all week...WLOS-TV is first in the rich, six-State Carolina Triad! The March ARB shows an average 34,000 homes are watching WLOS-TV every quarter-hour, 108.6% more homes than station "c", 21.4% more than station "b". Obtain the details of WLOS-TV's dominance in the Carolina Triad from your PGW Colonel.



## WLOS-TV

*Serving*  
**GREENVILLE — ASHEVILLE — SPARTANBURG**  
*A Wometco Enterprise*

 Represented by Peters, Griffin, Woodward, Inc.  
Southeastern Representative: James S. Ayers Co.



WTVJ  
WLOS-TV  
WFLA-TV  
(Allstate)

by Diego  
ue Football.  
league games  
Oil Company.

## RADIO STATIONS

Storer Broadcasting has cleared the way for the acquisition of WINS, N. Y., (for \$10 million) by disposing of one of its oldest holdings, WWVA, Wheeling.

The new WWVA group is headed

by Ira Herbert, a radio veteran, and consists also of Milton Biow and Emil Mogul. The price reported to be \$1.5 million.

Broker: Edwin Tornberg & Co.

Herbert and Biow were associated in the operation of WNEW, N. Y., in the '40s.

Pulse, Inc., has come up with figures showing that 18% of the populace in 18 markets listen to Country-Western music.

The survey which was made for the

Country Music Network is the first formal research into the Country-Western radio/tv audience. It was based on lists of music categories and singers.

**Kudos:** WIL, St. Louis, news editor Gene Hirsch recipient of Missouri Associated Press News Coverage Contest Award.

**Ideas at work:**

**This little piggy:** WFBM, Indianapolis, revived the old-time piggy bank saving habit with its piggy bank contest. More than 1,500 cards and letters are received by the station each week from listeners who are invited, by the station, to guess the amount of money saved in the piggy bank by the end of the month. During each of the station's four deejay shows, an assortment of coins are dropped in to the bank. The winner who comes closest to the correct amount, wins the bank and the cash. Coins denominations are announced as they are dropped into the bank. Ties split the bank.

**Don't raise the flag:** WRIT, Milwaukee, is going all out to keep flags

# THE PICTURE HAS CHANGED

## in the important ALBANY-SCHENECTADY-TROY MARKET!

**WAST** . . . Lucky Channel 13 . . . is the **ONLY** area TV station posting *consistent* and *considerable* day and nighttime audience gains.

ARB, November '58 to March '60, WAST **UP 48.8%**

NSI average ratings, April '59 to March '60, 6 A.M.-6 P.M., WAST **UP 49%**

Saturday-Sunday 6 P.M.-Midnight WAST **UP 31.3%**

**SELL Where People BUY**

call your **HR** man



## NEWS ACCORDING TO DOYLE



For the first time in Oklahoma, Frank Doyle, a veteran of more than eighteen years of news broadcasting, presents a fast moving news, weather and sports summary. Not simply wire service copy, but a comprehensive analysis of the **NEWS ACCORDING TO DOYLE**, Monday through Friday, 10:00-10:15 P.M. Acceptance of program, acceptance of products, guaranteed!

## KOCO-TV



**OKLAHOMA CITY**



**BLAIR TELEVISION ASSOCIATES**  
National Representatives



Spend your time more profitably  
in North Carolina where WSJS  
television gives you grade A  
coverage of a bigger retail sales  
market than any other station

**WSJS** television  
Winston-Salem / Greensboro

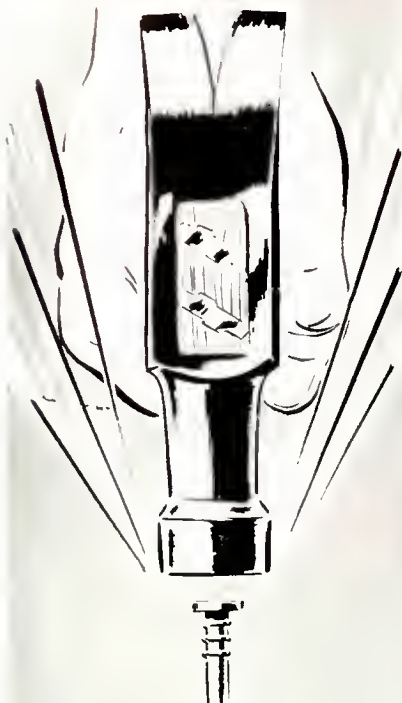


CHANNEL 12



PETERS, GRIFFIN, WOODWARD—REPS.

# nail down more sales



with  
SAN ANTONIO'S

Channel  
**K 12**  
**ON tv**

ABC Television in San Antonio...  
the Greatest Unduplicated Live  
Coverage in South Texas!

Represented by  
**THE KATZ AGENCY**

from being raised! The reason: flags are black and they signal traffic deaths. The station donated 80 black flags to area law enforcement agencies. They back up the don't-raise-the-flag campaign with public service announcements.

And mother makes three: WNBC, N.Y.C., is pushing the I-love-my-mother-in-law theme along new avenues by advocating that vacationers include mom-in-law on a holiday cruise. The station's *All night in New York Show* is offering a live-aboard cruise for three to Bermuda to the writer of the best letter telling *Why I Love My Mother-In-Law*. The writer's sincerity is put to the test when he—or she—must include the object of his written affections on the trip. Runner-up wins dinner for three, and three on-the-aisle to a Broadway show.

People on the move: Joseph Reid to WCBS, N. Y., as merchandising director . . . Robert W. Allen, Jack E. Baker, Richard L. Branigan, and Jerome K. McCauley to sales staff WCBS, N. Y. . . . Harry P. Sherinian Jr., to KCBS, San Francisco, as assistant sales promotion manager . . . Louise de Broin to CJMS, Montreal, in charge of public relations . . . Warren P. Williamson III appointed assistant general manager, Richard G. Newcomer, public relations director; and Jack Hartley, sales promotion manager, all at WKBN and WKBN-TV, Youngstown, Ohio . . . DeWitt C. Mower to WKYR, Keyser, W. Va. as sales manager . . . Tom Morris to KOME, Tulsa, as account executive . . . Jerry Flesey from KOIL, Omaha to KISN, Portland, as general manager . . . Wally Rich from KYSN, Colorado Springs, to account executive, Denver office, Intermountain Network . . . Orion Samuelson to WGN, Chicago, as farm service director . . . Fred Beck to WGLI AM & FM as station manager.

Sports notes: L&M Cigarettes to co-sponsor Dartmouth College football games over WDCR, Hanover, N. H. . . . Time, the weekly news magazine (Y&R) to sponsor fall schedule of Big 10 football games, and Lyric Opera on WBBM, Chicago, this fall . . . KBIG, Catalina, to broadcast All Service Football—top Army, Navy,

## THE TOP STATION IN WESTERN NEW ENGLAND

# WWLP

## CHANNEL

# NB 22

## SPRINGFIELD, MASS

### TOP RATINGS\*

### TOP COVERAGE\*

### TOP MERCHANDISING\*

### PLUS BONUS COVERAGE

## WRLP channel 32

BRATTLEBORO, VT.

GREENFIELD, MASS., KEENE, N.H.  
\* G.P. HOLLINGBERY HAS DETAILS

# A GOOD WAY TO GET THE GOLD



Facts are the fabric of sound decisions.

And it's a fact that there's *gold* in the Shreveport market . . . a major share of which is being spent by KSLA-TV viewers for products seen on the *clean, clear picture* KSLA-TV offers the Ark La Tex!

It's a further fact that *more people* watch and prefer KSLA-TV (and we have the ratings to prove it)!

Our prospectors, *Harrington, Righter & Parsons*, have ALL the facts and will help you "pan" your share of the gold from this rich and growing market!!

**KSLA-TV**  
channel 12



*shreveport, la.*

... to sponsor Washington ... The Marshall & ... and The Prudential Life Insurance to co-sponsor University of Wisconsin football games over **WEMP**, Milwaukee ... **KOMO**, Seattle, to broadcast all Seattle University basketball games for 1960-61 and 1961-62, exclusively ... Tidewater Oil Co., Rickey's Restaurants and Pepsi-Cola Co. to sponsor Stanford football games on **KCBS**, San

Francisco ... Random Tours, Inc., and Danisco, Inc., brewers of Tuborg Beer, to sponsor Pigskin Pow-Wow and The Fifth Quarter segments of these games ... **WRC**, Washington, D. C. began, 17 September, seventh consecutive year of United States Naval Academy football broadcasts ... City Securities Corp., The Indiana National Bank, and The Mercury Dealers of Indiana to sponsor nine game Indiana University football schedule over **WIRE**, Indianapolis.

Program debut: **WGN**, Chicago,

premieres **Candid Mike**, 3 October.

**Thisa 'n' data: KOBV**, San Francisco, honored on first broadcasting day 12 September, by mayor proclamation of I.Q. Day ... **WSOL**, Tampa, joins National Spanish Language Network list of primary affiliates ... The FCC voted that hurricane Donna demonstrated the value of state FM broadcast Defense Networks in emergencies also caused by nature.

**Station acquisition: KROY**, Sacramento, sold to Lincoln Dellar ... **KWIP**, Merced, Calif., sold to Yosemite Broadcasters, Inc. for \$170,000 by HDH Stations, Inc. ... **KOWB**, Laramie, Wyoming, 60% interest held by **John Hunter** sold to Charles Bell for \$70,000. Sale brokered by Edwin Tornberg and Co., Inc.

**Air debut: WETT**, Ocean City, Maryland, began broadcasting 8 September.

**Happy birthday: KXOK**, St. Louis, began 23rd year of broadcasting 19 September ... Myrtle Labbitt, cele-

# Now you can listen and compare before you buy the rich Syracuse N.Y. market



at our  
expense

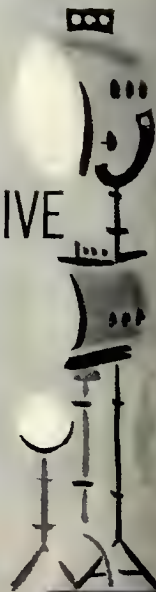
## tune in by telephone

... Get the proof of **WFBL** leadership! Make a personal survey of station programming in Syracuse—by telephone. Call **WFBL** collect at any time of day or night to hear the live broadcast of the moment by any or all stations. We think you'll agree with local listeners and advertisers; the most enjoyable good music, the best news reporting in Central New York is heard on **WFBL**. It delivers the audience you want to sell. Listen, compare. Prove it to yourself. Phone **HOward 3-8631** collect. Ask for Sponsor Listening Service.

**WFBL** radio  
5000 WATTS DAY AND NIGHT  
FIRST IN CENTRAL NEW YORK  
TED NATIONALLY BY GEORGE P. HOLLINGBERY CO.

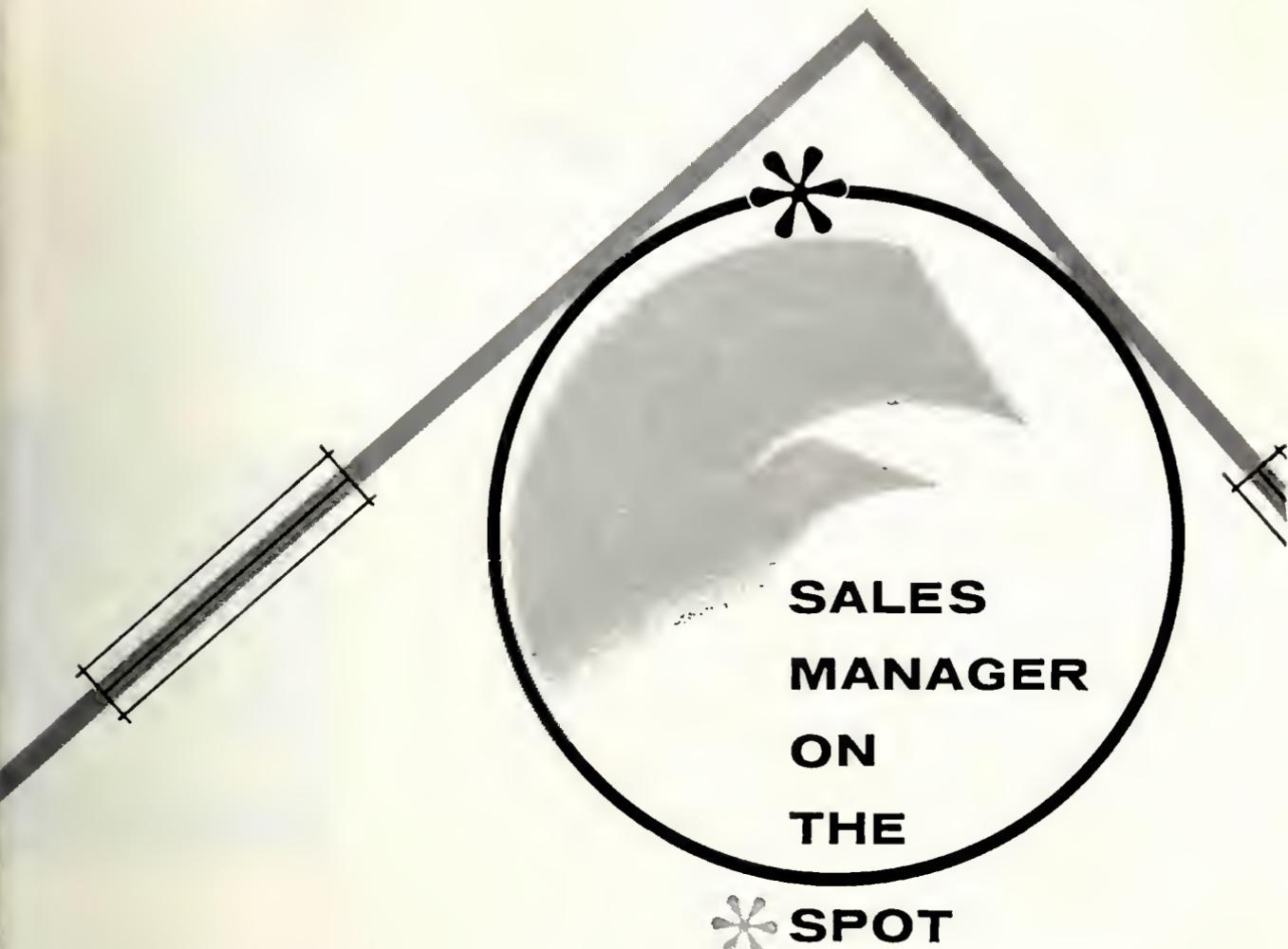
BUY THE  
SUPERLATIVE  
STATION

in  
Shreveport  
Louisiana



**KTBS-TV**  
CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr.  
Represented by The Katz Agency, Inc.



**SALES  
MANAGER  
ON  
THE  
SPOT**

TV Sales Manager Neal Edwards returns home after a gratifying day at the office.† His precocious little son, Kip, greets him at the door, then ushers him over to a large circular table that has been pushed into a corner so that it touches two walls. Kip points ominously at a spot on the table's edge.

"Here's a puzzle for you, Dad," says Kip. "That spot on the table is exactly eight inches from one wall and nine inches from the other. Can you tell me the diameter of the table without measuring it?"

Edwards' math is as sound as his preparation of spot-campaigns for WMAL-TV clients. He solves the problem forthwith. Can you?

Send us the solution and win a copy of Dudeney's "Amusements in Mathematics" — Dover Publications, Inc., N. Y. Repeat winners will receive other valuable (?) prizes.

† Spent working new clients into WMAL-TV's late-night first-run, first-rate movies.

**wmal-tv**

**Channel 7 Washington, D. C.**

*An Evening Star Station, represented by H-R Television, Inc.*

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.

In  
CLEVELAND  
nothing  
sells  
like  
BEAUTIFUL  
MUSIC



RADIO  
WJW

the **STORER** station  
backed by 33 years  
of responsible broadcasting

**CALL KATZ** or  
National Sales Offices:  
625 Madison Ave., New York 22  
20 N. Michigan Ave., Chicago 1

brated 25 broadcasting years with  
CKLW, Detroit, 20 September.

**FM**

Concert Network's fm station in  
New York City (WNCN) will be  
getting a big boost from the *New  
York Daily News* from now on.

The reason: The newspaper has  
bought an interest in the fm'er.

The *News* and Concert Network  
will share partnership in ownership  
—and management.

The Sheraton hotel outfit has  
signed a 52-week contract with  
Concert Network to carry a spe-  
cial Sheraton program.

The program, a quarter-hour seg-  
ment nightly, of classical music fare,  
will be carried by Concert's WNCN,  
N.Y.; WBCN, Boston; WXCN, Provi-  
dence; and WHCN, Hartford.

**Programing notes:** WXFEM, Chi-  
cago, tried out something new in fm  
programing when it broadcast the  
first in a series of University of Illi-  
nois football games, 24 September.  
Sponsors of the series: Polk Brothers.

**Active fm national-regional ac-  
counts:** North Woods Coffee . . .  
Denmark Cheese . . . Tuborg  
Beer . . . Lyon & Healy . . . Con-  
tinental Bank.

**New fm station:** WRBS, Baltimore.

**NETWORKS**

**Rather unusual:** a new daytime  
network tv program that's 85%  
sold out before it hits the air.

It's happened in the case of *Here's  
Hollywood*, which debuts on NBC TV  
today (26 September).

What may have helped: you get a  
bonus of one quarter-hour for every  
three you buy.

**Mutual has ousted its last option  
time clause from its affiliate sta-  
tion contracts.**

The clause, calling for six and one-  
half hours of Sunday option time,  
was thrown out as "archaic in actual  
practice."

**Net sales of more than \$1,250,000**



*truly*  
**Fine  
Music**

*for* san francisco



10,000 Watts  
FULL TIME

**KQBY**  
*Radio* AND FM

GORDON BROADCASTING COMPANY

*America's First Family of  
Fine Music Stations*

KQBY San Francisco ★ KSDO San Diego ★ KBUZ Phoenix  
National Representatives PETERS, GRIFFIN, WOODWARD, INC.

SPONSOR • 26 SEPTEMBER 1960



**HIGH  
RATED  
LOCAL  
PROGRAMMING**

**MILWAUKEE**



TV Capital of Wisconsin

**TOP  
AVAILABILITIES  
IN THE LARGEST  
FILM LIBRARY  
IN THE MARKET!  
CALL BLAIR  
Television Associates**

the **STORER** station  
backed by 33 years of  
responsible broadcasting

000 over the past three weeks put NBC Radio in a profit making position for the first quarter of 1961 says William K. McDaniel, v.p. in charge of NBC Radio net.

This assures affiliates of a substantially higher level of compensation during the first quarter of '61 than during the first quarter of 1960.

Net tv sales: International Shoe (Krupnick, St. Louis), 26 week participation *Dick Clark Show* . . . Kitchens of Sara Lee (C&W), one-fourth sponsorship ABC's *Championship Bridge*. Other quarter each sponsors: West Bend Aluminum (Western Adv., Racine, Wis.); North American Van Lines (Biddle); Samsonite Luggage (Grey) . . . Colgate (Bates) alternate one-half sponsorship *Bugs Bunny* . . . Pillsbury (Burnett) sponsorship *My Sister Eileen*, and participation in *Shirley Temple Show* and *This Is Your Life* . . . Kellogg (Burnett) sponsorship CBS's *The Magic Land of Allakazam* . . . Massey-Ferguson, NBC's *Today On the Farm* . . . Drackett three NBC West Coast daytime shows, brief run for special promotion.

Net specials: Reynolds Metals to sponsor *The 43rd National Automobile Show*, CBS, 16 October . . . The Savings & Loan Foundation to sponsor *The Real West*, NBC, next March.

## REPRESENTATIVES

Petry has put together a brochure pointing up radio's selling potential during the to and from work driving hours.

Entitled, *Shift Time Radio*, the study centers on these points:

1. More working men listen to radio in their cars than any place else.
2. Automobile radio is more popular with working men than with the average of all consumer groups.

The booklet backs up its survey by detailing the work pattern in markets across the nation.

Radio and tv stations affiliated with New England located rep firms will be listed in a publication by the New England group of Radio and Tv reps.

WITHIN A STONE'S THROW  
OF COMMUNICATIONS ROW!

One of New York's  
most desirable locations

**MADISON AVENUE  
AT 52nd STREET**



A Bigger and Better

**Berkshire  
HOTEL**

Just steps from anywhere . . .  
now with 500 individually decorated  
rooms and suites — and  
completely air conditioned.



The magnificent new  
**BARBERRY**

17 E. 52 St.

Your rendezvous for dining  
deliberately and well . . .  
open every day of the week  
for luncheon, cocktails,  
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



# Salk Praises Approval Of Proposition E

Research Institute  
Plans To Proceed  
Following Site Vote

UNIVERSITY OF PITTSBURGH  
SCHOOL OF MEDICINE

LABORATORY  
24th Streets  
Pennsylvania

6 July 1960

Dear Mr. Whitney:

This is a somewhat belated, but none-the-less sincere note for the understanding way in which you and your associates, especially Mr. Harold Keene, contributed to the very decisive outcome of the issue before the people concerning the institute in which we are all so vitally interested.

I have long been aware of the great power of radio and television for good, of its value as a means of education, especially on the issues about which the people must be well informed so that they may act intelligently on their own behalf. We cannot escape the fact that the sense of value that prevails can be influenced by whatever reaches us in a way that then becomes a part of our understanding. To observe the way in which the people of San Diego have decided upon matters concerned with their educational institutions and other institutions for the advancement of knowledge, makes us feel a warm welcome.

I am not unmindful of your departure from customary practices whereby your own opinion, and that of your associates, was openly expressed, as well as reflected in the way in which this matter was communicated. We look forward to the realization of our plans at the earliest possible date that we may then go forward in ways that can be revealed only in time.

Sincerely,

*Jonas E. Salk*  
Jonas E. Salk, M. D.

Mr. George Whitney  
Vice President KFMB  
1405 Fifth Avenue  
San Diego 1, California

Where the ratings leave off...

community obligations often begin.

As Doctor Salk wrote  
KFMB-TV: "This is a  
somewhat belated  
but none-the-less  
sincere note for  
the understanding  
way in which you  
... contributed  
to the very decisive  
outcome of the  
issue..."

In all ways  
KFMB-TV  
reaches and  
moves MORE  
people  
to action.

**KFMB 8 TV**  
**SAN DIEGO**

BOL OF SERVICE KFMB-TV CHANNEL 8 CBS SAN DIEGO, CALIF. • A TRANSCONTINENT STATION



WROC-FM, WROC-TV, Rochester, New York • KERO-TV, Bakersfield, California •  
WGR-AM, WGR-FM, WGR-TV, Buffalo, New York • KFMB-AM, KFMB-FM,  
KFMB-TV, San Diego, California • WNEP-TV, Scranton-Wilkes-Barre, Penn. •  
WDAF-TV, WDAF-AM, Kansas City, Missouri

Represented by



The Original Station Representative



TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE. N.Y. 17

has also started a  
to key agencies and  
the New England area.

Top appointments: WRBS-FM,  
more, WAFM-FM, Chicago,  
WFLM-FM, Fort Lauderdale, and  
KAFE-FM, San Francisco, all to  
Fine Music Hi-Fi Broadcasters...  
KIEM-FM, Eureka, Calif., KOTI-  
TV, Klamath Falls, Ore., KBES-TV,  
Medford, Ore., all to Young Televi-  
sion Corp.

## FILM

The off-network re-run selling  
season shifted into high gear this  
week as shows such as *Econo-  
mee's Space* and *Challenge* began  
ticking off sales.

The Ziv-UA division sold both pro-  
grams to WPIX, New York; KABC-  
TV, Los Angeles; WHDH-TV, Bos-  
ton; KVAR-TV, Phoenix; WALA-  
TV, Mobile; KOZ-TV, Denver;

WSIX-TV, Nashville; KARK-TV, Lit-  
tle Rock; WNEM-TV, Saginaw;  
KFSD-TV, San Diego; KTSM-TV, El  
Paso, and WBRE-TV, Wilkes-Barre.

Sales: UPA's *Mr. Magoo* to KTTV,  
Los Angeles... WNBQ, Chicago,  
sold *Lock Up* to American Tobacco  
(BBDO) and Phillips Petroleum  
(Lambert and Feasley)... Western  
Pennsylvania National Bank will  
sponsor *Best of the Post* on WHC,  
Pittsburgh... *Tarzan and Assign-  
ment Underwater* to premiere on  
KFMB-TV, San Diego... Official  
Films' *Greatest Headlines of the Cen-  
tury* to 25 Armed Forces Television  
Services stations overseas... *Play of  
the Week* to premiere on KPHO-TV  
under Arizona Public Service spon-  
sorship... Carling Brewing (GB&B)  
will take alternate sponsorship of *Jim  
Backus' Hot Off the Wire* on KOMO-  
TV, Seattle... Official Films' *Al-  
manac* to WOR-TV, New York...  
Ziv-UA's *Lock Up* to American To-  
bacco (BBDO) on a present total of  
54 markets, latest stations being

# Looking for Drug Store Sales? WWTV AREA DRUGGISTS OUTSELL THOSE OF 8 COMPLETE STATES!



NCS No. 3 shows that WWTV has  
daily circulation, both daytime and  
nighttime, in 36 Michigan counties.

## The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
WWTV — CADILLAC, MICHIGAN  
KOLN-TV — LINCOLN, NEBRASKA

Your market for drug-store sales in the WWTV  
Area—Cadillac and Northern Lower Michigan—is  
greater than that in any one of eight entire U.S.  
states\*!

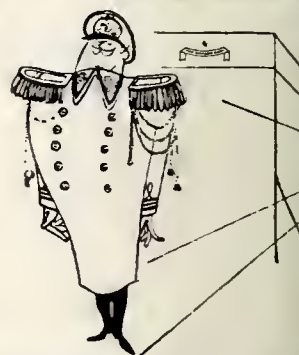
And remember too, you need *only* WWTV to  
reach *all* of Northern Lower Michigan... and most  
of its drug product consumers. WWTV has NCS  
No. 3 circulation—daytime and nighttime—in 36  
Northern Lower Michigan counties. To approach  
this coverage with other media, you'd need 13 daily  
newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-  
Grand Rapids) schedule and get all the rest of  
outstate Michigan worth having! *If you want it  
all, give us a call!*

\*WWTV Area drug sales (\$30.6 million) exceed those in  
Idaho, New Hampshire, Delaware, North Dakota, Montana,  
Nevada, Alaska and Hawaii.

# WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER  
CBS and ABC in CADILLAC  
Serving Northern Lower Michigan  
Avery-Knodel, Inc., Exclusive National Representatives



## INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.  
NEW YORK

Salon-size rooms • Terraces • New  
appointments, newly decorated •  
New 21" color TV • FM radio • New  
controlled air conditioning • New  
extension phones in bathroom • New  
private cocktail bar • Choice East  
Side, midtown area • A new concept  
of service. Prompt, pleasant, un-  
obtrusive.

Single \$15 to \$22 Suites to \$60  
Special rates by the month or lease

Robert Sarason, General Manager  
ORegon 9-3900





**SOUTH FLORIDA  
LEADS THE NATION!  
POPULATION GROWTH  
1950-1960**

(New U.S. Census Estimate)

**THREE PRIMARY COUNTIES  
UP 122%**

(Miami, Broward, Palm Beach)

**DADE COUNTY SOUTH FLA.**

**MARKET—UP 108.3%**

**Total Population 1,699,149**



In South Florida, the nation's fastest-growing area market,  
WTVJ—among all media—delivers the largest daily circulation!  
Only WTVJ will give your schedule complete coverage of this  
dynamic growth area. Obtain the facts of WTVJ's exclusive,  
total coverage of South Florida from your PGW Colonel.

**WTVJ**



**SOUTH FLORIDA**



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ  
WFLA-TV

WFLA-TV  
(Affiliate)

## WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED  
POCKET TAPE RECORDER



Used by NBC - CBS  
and numerous radio and TV  
stations, for recording  
in the field.

Records anything it hears and  
plays it right back in  
unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

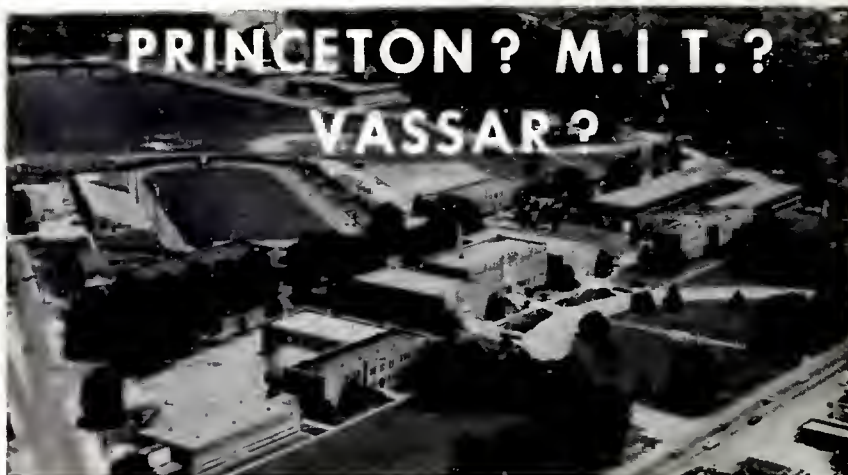
THE PEER OF POCKET  
TAPE RECORDERS...  
MIDGETAPE IS  
AMERICAN MADE.

"Science Fiction" accessories  
available for confidential  
recordings.

For literature, or free demonstration  
in your office, write Dept. B.

ALL TRANSISTORIZED

*mohawk...*  
business machines corp.  
944 halsey street brooklyn 33, new york  
manufacturers



PRINCETON? M.I.T.?  
VASSAR?

## NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas,  
West Mississippi)

### JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

### KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from  
9 a.m. to midnight, 7 days a week.

# KNOE-TV

Channel 8  
Monroe, Louisiana

near Louisiana State College, Monroe. One of nine 4-year colleges within our

CBS • ABC  
A James A. Noe Station  
Represented by  
H-R Television, Inc.

WNBC-TV, New York; WNBC-TV, Binghamton; WJRT, Flint; KSTP-TV, Minneapolis; WSTV-TV, Steubenville; WKTV, Utica; KTBS-TV, Shreveport; WGAL-TV, Lancaster, and KZTV, Corpus Christi; *Lock Up* also sold to stations KCBD-TV, Lubbock, and KGBT-TV, Harlingen.

More sales: Lopert Pictures' *Latest 62* tv package to KRCA-TV, Los Angeles; WABC-TV, New York; WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WCKT, Miami; WWL-TV, New Orleans; KPLR-TV, St. Louis; KROD-TV, El Paso; WAVY-TV, Norfolk; WHNC-TV, New Haven; WNBC-TV, Binghamton; CKYW-TV, Windsor, and others; 26 of the titles are being made available in color... Ziv-UA's *Economee* reports *Highway Patrol* re-runs sold to WNBC-TV, New Haven; WJBK-TV, Detroit; KFSD-TV, San Diego, and KGHL-TV, Billings; *Science Fiction Theatre* to WJW-TV, Cleveland, and KGHL-TV, Billings; *Mr. District Attorney* to KSTP-TV, Minneapolis, and WTTG, Washington, D. C.; also, WXIX-TV, Milwaukee, purchased *Dr. Christian, Boston Blackie, Harbor Command, West Point, Men of Annapolis* and *Meet Corliss Archer*.

Promotion: CNP's *Blue Angels* series, now sold in 104 markets, will receive unusual promotions, including Fred Waring special music; skywriting by WABC-TV, New York, and WSBA-TV, Altoona; aerial performances by the Blue Angels team of Navy flyers in Atlanta just before the WAGA-TV premiere; and Continental Oil's 237 twenty-four sheet posters in its 68 markets. Additionally, Ernest Borgnine will narrate one episode of the series. Representative James E. Van Zandt of Pennsylvania has already praised the show in Congress. Grumman Aircraft, manufacturers of the Tiger jets used by the Blue Angels, has released a training film narrated by Robert Taylor to stations for promotional use.

Strictly personnel: Arthur Gross appointed assistant general sales manager for UAA... New account executives at UAA are Fred Watkins and Frank LeBeau in the Dallas office and Paul Weiss in the Chicago office.

# Tops in sports add to the big picture in CHARLOTTE

NATIONAL LEAGUE  
PRO FOOTBALL

WORLD SERIES

NCAA FOOTBALL

TOP BOWL GAMES

FIRST IN SPORTS\*  
with Bill Snyder

SATURDAY NIGHT  
FIGHTS

CHAMPIONSHIP  
BOWLING

ALL-STAR GOLF

MAKE THAT SPARE

THE SPORTSMEN\*

INSIDE SPORTS\*

\*Local

Check the line-up. The biggest audience builders of both NBC and ABC; the strongest local sports shows in the Carolinas. Here's the brand of programming that changed things in Charlotte. To sell big in America's 25th largest tv market your better buy is Charlotte's big picture. Buy WSOC-TV—one of the great area stations of the nation.

# WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

MORE THAN

33

HOURS


# of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.



THE QUINT CITIES

DAVENPORT  
BETTENDORF

}

IOWA

ROCK ISLAND  
MOLINE  
EAST MOLINE

}

ILL.



PETERS, GRIFFIN, WOODWARD, INC.  
EXCLUSIVE NATIONAL REPRESENTATIVES

**PRESIDENT** Col. B. J. Palmer  
**VICE-PRES. & TREASURER** D. D. Palmer  
**EXEC. VICE-PRESIDENT** Ralph Evans  
**SECRETARY** Wm. D. Wagner  
**RESIDENT MANAGER** Ernest C. Sanders  
**SALES MANAGER** Pat Shaffer

## PUBLIC SERVICE

This 'n' data: KWK, St. Louis, did a one week presidential candidate straw vote poll which drew a response of nearly 100,000 Republican and Democratic votes . . . WJAG, Norfolk, observing 35th year of public schools programming series . . . WBZ-TV, Boston, editorial news program **Starring the Editors**, celebrated its 10th anniversary 10 September . . . WNEW, N.Y.C., doing its part to help promote nation's little known colleges by airing minute spots highlighting the institutions' courses, degrees, vacancies etc. . . . WAIT, Chicago, enlisted the aid of Chicago's mayor in proclaiming **Community Clubs Day in Chicago** . . . WALA-TV, Mobile, WSFA-TV, Montgomery, and ETV Network, Andalusia, Birmingham, and Munford, Ala. to telecast NBC's new Continental Classroom course in Contemporary Mathematics beginning this month. Also to carry the Classroom programs are KVAR, Phoenix; KTVE, Eldorado and KARK-TV, Little Rock, Ark; KMJ-TV, Fresno; KRCA, LA; KCRA-TV, Sacramento; KSBW-TV, Salinas-Monterey KFSD-TV, San Diego; KRON-TV, San Francisco; KCSJ-TV, Colorado Springs-Pueblo; KOA-TV, Denver; and KREX-TV, Grand Junction, Colorado . . . WBNS-TV, Columbus, Ohio, conducted a locally produced teleumentary on childbirth by caesarean section. The half hour documentary, produced and filmed in a local hospital was applauded by viewers who tied up the station's switchboard with a deluge of congratulatory messages on its showing.

**Kudos:** KMOX, St. Louis, 1960 Safety Award presented to nine-year-old Barbara Blood for her entry in the station's Child Safety Campaign Slogan Contest . . . WRCV, Philadelphia, recipient of American Bar Association Silver Gavel for outstanding public service . . . WJPS, Evansville, Ind. awarded top United States Air Force Recruiting award for its outstanding recruiting program assisting the U.S. Air Force . . . WOWO, Fort Wayne, and WFBM-TV, Indianapolis, presented with sterling silver plaques by the American Heart Assn. for public service



Your Ad Headquarters in Chicago

*Executive House®*

71 E. WACKER DRIVE

Chicago's new hotel within walking distance  
of over 5 Billion Dollars in ad billing

PRIVATE MEETING & BANQUET FACILITIES  
Visit Executive House Dining Room & Cocktail Lounge

IN DETROIT ...

# CKLW Radio is now NO. 1\*

\* DETROIT PULSE, AUGUST 1960  
MONDAY-FRIDAY 6 A.M. - 6 P.M.



LISTENING HABITS HAVE CHANGED -- TO CKLW RADIO 80, NOW THE NO. 1 STATION --  
AND STILL THE NO. 1 BUY IN THE DETROIT AND GREAT LAKES AREA.

An RKO General Station

Robert E. Eastman & Co., Inc.  
National Radio Representative

Essex Broadcasters, Inc.

GUARDIAN BLDG. Detroit 26, Michigan

# CKLW

50,000 Watts • 800 KC

## Roanoke in '60 The Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goals.

ASK YOUR PGW COLONEL  
FOR CURRENT AVAILABILITIES

# WDBJ-TV

Roanoke, Virginia

In Steubenville, Ohio



YOUR  
PRODUCT'S  
BEST  
FRIEND  
IS

The FRIENDLY Group's  
**WSTV-TV**  
CHANNEL 9

The lowest cost Television bridge to the Upper Ohio Valley's \$5 Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

For Rates and Avails  
STEUBENVILLE: John J. Laux, AT 2-6265  
COPK: Lee Goynor, OX 7-0306  
Selling locally by Avery-Knodel, Inc.



## WSTV-TV

The Best of CBS and ABC  
STEUBENVILLE-WHEELING  
Represented by Avery-Knodel, Inc.

CHANNEL 9

## WRGP-TV

The Best of NBC  
CHATTANOOGA, TENNESSEE  
Represented by H-R

CHANNEL 3

## WRDW-TV

The Best of CBS and ABC  
AUGUSTA, GEORGIA  
Represented by Avery-Knodel, Inc.

CHANNEL 12

## WBOY-TV

The Best of NBC and CBS  
CLARKSBURG, WEST VIRGINIA  
Represented by Avery-Knodel, Inc.

CHANNEL 12

## KODE-TV

The Best of CBS and ABC  
JOPLIN, MISSOURI  
Represented by Avery-Knodel, Inc.

CHANNEL 12

work in behalf of its 1960 campaign . . . **WOWO**, Fort Wayne, received George Washington Gold Medal for its over-all programs on Freedom and the American Way . . . **WROC-TV**, Rochester, N. Y., presented its Award for Meritorious Achievement in the fields of Social Welfare and Medicine to Michael J. Crino, M.D.

### Ideas at work:

**Good deeds:** **WIP**, Philadelphia, deejays Joe McCauley, Dan Curtis and Gene Hilner, devoting off-mike hours to assist at community projects. McCauley to toastmaster the Assumption Bearing Workers Guild Communion Breakfast, 9 October; Milner to emcee at Sons of Italy Columbus Day event, 12 October. Curtis gave assistance to Philly fire department men at the organization's annual show, 9 September.

**Service programming:** **WGAR**, Cleveland, giving voice to public expressions and opinions with its new program **Open Forum** . . . **WBC** stations **WBZ-TV**, Boston; **KDKA-TV**, Pittsburgh; **WJZ-TV**, Baltimore; **KYW-TV**, Cleveland; **KPIX**, San Francisco, to telecast **Face of the World**, new religious series early next year . . . **WAMP**, Pittsburgh, started public forum program **Profile-Pittsburgh**, 12 September . . . **WNEW**, N.Y.C., current event discussion show **Call Up and Be Counted** to become regular programming feature . . . **KOCO-TV**, Oklahoma City, beginning series **Expedition Oklahoma**, 4 October, spotlighting city's industries, personalities, etc.

**Services performed:** **KDKA-TV**, Pittsburgh, and **WBBM-TV**, Chicago, effectively put across the visual impact of television recently when both figured prominently in locating an amnesia victim. Unable to trace the elderly female victim's identity, the Bureau of Missing Persons appealed to the Pittsburgh station for help. Acting on a hunch, news director Dick Muller sent a filmed interview of the woman to the Chicago station. **WBBM-TV** news director Bill Garry used the film on the late news and less than five minutes later the woman was identified by her friends and relatives.



## Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They

find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want...precisely what you get...*every time!*

# AIR FRANCE JET

WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE

WFBM-TV



more than doubles your Indianapolis potential

only basic NBC coverage of America's  
15th TV Market — 745,000 TV homes.

For every 10 TV homes in the Indianapolis Trading Area... there are 13 in its Satellite Markets. WFBM-TV dominates Mid-Indiana in total coverage and market penetration—Nielsen No. 3.



**INDIANAPOLIS**—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families with 90% television ownership!



**11 SATELLITES**—Each market within WFBM-TV's verified coverage... Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.



Represented  
Nationally  
by the  
KATZ Agency

11TH YEAR  
OF LEADERSHIP

# Tv and radio NEWSMAKERS



**Gerald A. Vernon** has joined the CBS Radio Network as account executive. Vernon, who comes to CBS from the NBC Television Network sales staff, has worked in the broadcasting field since 1937. He was formerly associate media director for J. Walter Thompson. In 1940 Vernon became assistant promotion manager in charge of research for NBC's Chicago division. Two

years later he joined ABC Radio as sales development manager. With the event of tv he coordinated tv sales for ABC and the o&o stations.



**Bill Allred** has been appointed station manager of radio station KAKC, Tulsa, a Public Radio Corp. property. Prior to this appointment, he was associated with KBKC, the corporation's new property in Kansas City. Before joining KBKC, Alfred was sales manager for KIOA, Des Moines, also a Public Radio Corp. affiliation. He joined KAKC in August, 1957 and subsequently became sales manager. Alfred's appointment to the station manager post fills the vacancy created by the promotion of Robert J. Hoth.



**Harry Carlson** has been elected president of General Public Relations, Inc., public relations subsidiary of Benton & Bowles. He joined GPR in 1957 when the former B & B public relations department merged with Burns W. Lee Associates. Prior to his affiliation with Burns Lee, Carlson held public relations posts with Carl Byoir & Associates and the Union Pacific Railroad in L. A.

Earlier he was United Press bureau manager in several western cities before joining Pacific Northwest UP as news manager in Seattle.

**Ned Cramer** has been appointed to the newly created post, assistant director of public affairs, for WCBS-TV. He will assist public affairs director Clarence Worden in developing and administering the station's community service programs, and in creating new community betterment programs. Cramer joined WCBS Radio in 1945 and by 1949 he had risen to producer, director and assistant manager of operations. He transferred to WCBS-TV in 1950, where he was appointed assistant program director in 1958.



# WHERE THERE'S A FARM (IN THE 67 COUNTY WHEELING- PITTSBURGH TRI-STATE AREA) THERE'S

# WWVA

NOW CELEBRATING ITS 25th CON-  
SECUTIVE YEAR OF AWARD-WINNING  
"TOTAL AREA" FARM BROADCASTING

## FOUR IMPORTANT FACTS THAT SHOULD INTEREST EVERY ADVERTISER:

1. WWVA's Tri-State Farm Broadcasters Association, programming one hour a day, five days a week, is one of the oldest of its kind in radio today.
2. WWVA is the only Wheeling 50,000 watt network station (CBS) serving the Pittsburgh Tri-State Area.
3. WWVA is the only radio station with "total area" programming in this Six Billion Dollar Market.
4. WWVA's farm broadcasts are the only programs with active participation (30 farm specialists) of the agricultural extension services of three states: West Virginia University, Ohio State University and Penn State University, plus the radio services of the U.S. Department of Agriculture.

*More farmers depend on WWVA than  
all other farm media combined.*

*Farm population: 646,800 —  
Farm income: \$481,048,000.*

*the **STORER** station  
backed by 33 years  
of responsible broadcasting*

Call **BLAIR**

NATIONAL SALES OFFICES:  
625 Madison Ave., N.Y. 22 PLaza 1-3940  
230 N. Michigan Ave., Chicago 1 FRanklin 2-6498



Farm notables gathered recently at a WWVA luncheon honoring the Tri-State Farm Broadcasters Association. Host, Paul J. Miller, Storer Vice President and Managing Director of WWVA, presented plaques in commemoration of twenty-five years of active participation in WWVA farm broadcasting to Bob Lang, County Agent, Belmont County, Ohio; and, to the Extension Service Departments of West Virginia University and, of Ohio State University. (Left to right): Paul A. Myers, Assistant Managing Director, WWVA; Authur Smith, Assistant Radio-TV Editor, College of Agriculture, Ohio State University; J. O. Knapp, Director, Agriculture, West Virginia University; Mr. Miller; Bob Lang, County Agent, Belmont County, Ohio and John Corrigan, the WWVA Farm Director.

# WWVA

PULSE AREA SURVEY PROVED  
DOMINANT SEVEN DAYS A WEEK



## The seller's viewpoint

*The kind of radio programing the Negro seeks today is far different from the composite rhythm, blues, plus a sprinkling of gospel music which satisfied his wants 20 years ago, says Harry Wilber, general manager, WBEE, Chicago. Today's Negro looks for programing that is varied, creative, and informative, as well as entertaining. Initiative is the prime requisite, and this, coupled with experimentation, can prove both exciting and rewarding. For more details on Negro broadcasting see the 9th Annual Negro Market Supplement in this issue.*



### NEGRO RADIO: LAST FRONTIER IN BROADCAST

"**L**ast frontiers" are where and what you make them. We have one in broadcasting—and it's called Negro radio.

For all intents and purposes, Negro radio has remained unchanged for 20 years. At that time someone came up with the original idea of broadcasting exclusively for Negroes. A simple programing format was devised. Rhythm and blues (with a sprinkling of gospel music) were the vehicles—and a personable Negro, with an ability to project his personality through sound, was the carrier. For one reason or another, concern was not given to the professional ability of the personality; programing standards were non-existent; and, creativity was left to "other" stations.

Obviously, that approach was a commercial success. In many areas, today, it may still be. But times have changed. The Negro is experiencing improved standards of living. His educational level has risen. His likes and dislikes have been conditioned by an environment vastly different from that of 20 years ago.

Today the Negro is vitally interested in what is happening around him. He is interested in the news. Today, the Negro resents the constant reminder of the accent, archaic idioms, and poor grammar.

...professional delivery—the kind he

and his children may use as a standard of speech. Finally, today the Negro seeks radio programing that tends to be varied, creative and informative, as well as entertaining.

The above approach to Negro programing in no way precludes commercial effectiveness and success. WBEE in Chicago has news on the hour and half hour—all of it sponsored. WBEE has sports programs six times daily—all sponsored. WBEE has ventured into live programing, commercially sponsored and vastly successful, since—in the case of one blue-chip sponsor—it caused a 12% sales volume increase in the product, a food product. This client's particular use of live programing will be repeated annually.

At this stage of Negro broadcasting, initiative is the prime requisite. Oddly enough, programing and broadcasting standards tried and true with general audience stations, are new and different in Negro radio.

Yes, Negro radio is a "last frontier" in broadcasting. There are so many ways to improve it, so many ways to fulfill our obligation of broadcasting in the public's convenience, interest and necessity. Programing experimentation in Negro radio can be exciting and rewarding; it's all in the way you approach your profession.



## All getting through to the same woman

the suburban woman — the most influential buyer in America. And who's getting through to her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK work with their network staff, editorial edge and skill. Four stimulating, aware stations that have the power to reach the woman whose world is on power-steered wheels whose life is in motion from super-

market, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter button for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her

### Herald Tribune SUBURBAN RADIO NETWORK

community in the type of entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and *without waste* to the land of the commuter family — and *specifically* to the woman who does 66⅔% of the buying. *It's time you were getting through to the suburban woman!*

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by THE BOLLING CO., 247 Park Avenue, New York, N. Y.

**WFYI**  
Long Island

**WVIP**  
Westchester



**WVOX**  
Westchester

**WGHQ**  
Hudson Valley

# SPONSOR SPEAKS

## Why doesn't tv talk back?

*Esquire*, the magazine that is struggling to shed its girl-and-kooky image in favor of an "intellectual" personality, sent us advance proofs of the tv article which appeared in last week's issue.

We just got around to reading it, and frankly we are shocked. Titled "A Last Look At Television," it is a three-part effort by Richard Rovere, Helen Lawrenson, and Robert Paul Smith.

Each takes a segment of a "typical tv day" and each viciously pans the medium with what we can best describe as the ripper variety of Fire Island sophistication.

It is a regrettable performance, and particularly so since it pretends to approach tv on a "cultural" level. The article is sprinkled with literary name-dropping, but lacks all pretense of intellectual honesty and fairness.

Fortunately, what appears in *Esquire* has seldom any important impact on large masses of people. But the article itself, with its heavy-handed high school humor, highlights a troubling phenomenon.

Why has the tv industry allowed so many of these (and more serious attacks) to go unanswered and unchallenged?

Why doesn't tv talk back?

We can honestly applaud the many fine projects now in work at the TIO. We have read and heard many thoughtful and honorable statements by industry leaders.

But we do raise the question—is all this enough? Does the industry need, in addition, some more vigorous and positive expressions of its position?

As we see it, tv men have a dual job—to build the industry's image with the public, and to maintain their own self-respect in the face of violent and luridly unfair criticism.

Can both of these be accomplished without some more aggressive and confident actions than we have seen thus far?



**THIS WE FIGHT FOR:** *A continued drive in both radio and television to raise program standards and increase the vitality of the media.*

## 10-SECOND SPOTS

**Election Availabilities:** Ad in the *N.Y. Times* — "Baby elephant, only 42" high, available for publicity, etc. \$150 per day. Donkey also available." *You haven't lived until you've used a 42" elephant for etc.*

**Apropos:** The above advertisement reminds us of Will Rogers' statement: "The reason most Americans don't own an elephant is that they've never been offered one at a dollar down and a dollar a week." *Or, may we add in the spirit of Section 315, a donkey.*

**Election earring:** Harvard Prof. Arthur Schlesinger, Jr., in the third volume of his *Age of Roosevelt* just published, recalls that in 1936 the Republicans prepared a series of radio spots in which "John and Mary," played by actors, stood before the marriage license window debating whether they could tie the knot with the national debt hanging over their heads. The spots were rejected by the president of NBC because, he said, "It would place the discussion of vital political and national issues on the basis of dramatic license rather than upon a basis of responsibility." *The '30's seem a long time ago.*

**Slogan time:** Barney Keep of KEX, Portland, Ore., reports seeing this election year advertisement around town: *Be Dead Right—Lacey for Coroner.*

**Double feature:** Headline in local gazette—'LET'S MAKE LOVE' AT TWO THEATERS. *Going to the movies is better than ever.*

**Twice as bubbly:** Conjecture along Ad Row runs this way as to how a hard-sell, proprietary drug-oriented agency would handle the Schweppes account if OBM ever gave it up. Something like—"ATTENTION MALARIA SUFFERERS . . . !"

**Dressing down:** Joe E. Lewis, unofficial ambassador of good will from Edinburgh, was bothered by a particularly loud female heckler during a recent nightclub performance. He quieted her, perhaps for all time, with: "Madam, I remember you from when I was here three years ago. *I don't remember your face, but I remember your dress.*"

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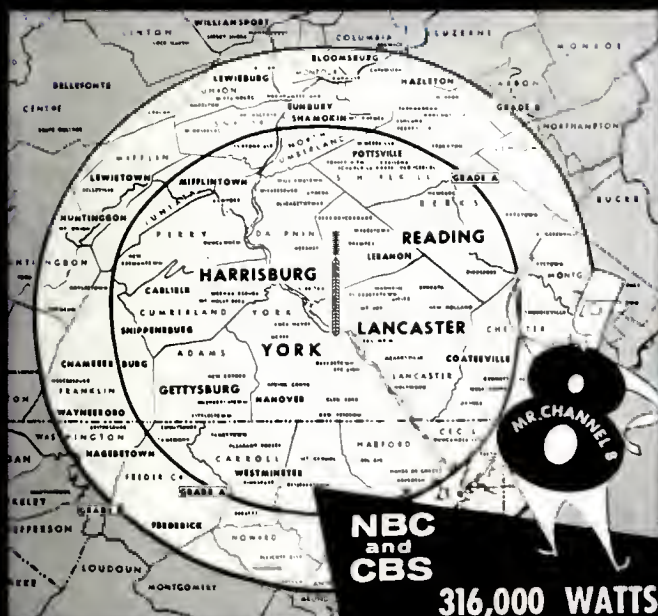
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## ARE OUR MORALS DISINTEGRATING?

Alarmists paint a frightening picture of today's moral climate. Others are more optimistic. Both viewpoints were frankly expressed recently by a panel of distinguished guests on CBS Owned WBBM-TV, where Chicagoans look for—and expect to see—high-quality, unflinching, provocative local programming. Viewers who value their time find far more worth watching on WBBM-TV. Which naturally is why time spent watching on WBBM-TV, Chicago's top-rated television station for 63 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED